



NEWS RELEASE
For Immediate Release

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Merge Interactive Launches Big Buck Safari® on iTunes

World's #1 arcade hunting game now available on iPhone, iPod touch, and iPad

AUSTIN, TX – October 14, 2011 – Merge Interactive, formerly known as Super Happy Fun Fun, Inc., a leading developer of mobile games, applications and Plug 'n' Play TV Games, announced today the release of *Big Buck Safari®* for iPhone, iPod touch, and iPad.

Based on the world's #1 hit arcade hunting game from Play Mechanix and Raw Thrills, *Big Buck Safari®* invites players to chase Wildebeest and countless critters across three beautiful African hunting destinations. With eight new trophy animals including elephants, giraffes, rhinos and more, *Big Buck Safari®* is the most exciting and spectacular installment of the action-packed "Big Buck" series yet.

The *Big Buck Safari®* App offers arcade-style action and mind-blowing, best-in-genre 3D graphics. The game's simple touch-to-shoot controls were designed specifically for the iOS platform, are highly addictive, and may lead to extended periods of engaging gameplay.

Big Buck Safari® features:

- * Simple, tap-to-shoot controls
- * Three beautiful African hunting destinations
- * Eight new trophy animals including rhinos, giraffes and elephants
- * Eighteen new critters
- * Game Center Achievements and Leaderboards
- * Three bonus mini-games

Bag your copy at the App Store now: <http://itunes.apple.com/us/app/big-buck-safari/id461109548?mt=8>

"The group at Merge Interactive did an amazing job of using the full capabilities of the iPhone/iPad to bring *Big Buck Safari* iOS as close to the arcade game as possible," said George

Petro, President of Play Mechanix. "We are excited that our fans will have a faithful experience playing this game."

"No one has matched the fun of our unique pick-up-and-play, point and shoot, hunting format, which is why this is one of the best-selling hunting franchises on iOS," said Mark Stephen Pierce, GM of Merge Interactive. "The HD, iPad version of Big Buck Safari, which is included in this Universal App, is our best iOS work to date. This larger format has stunning graphics and is a blast to play. The bonus levels are even more exciting in this format."

"Merge Interactive also has a number of exciting features and content updates planned as we move through the Fall and into the New Year, including the Cape Buffalo Adventure Update, which features 3 new environments, 60 new hunting scenarios, 3 new bonus games, pass-to-play multiplayer, new Game Center Leaderboards, and the ability to view your arcade Trophy Club, Hunting Party, and Tournament scores right from inside the game," continued Pierce.

Check out Merge Interactive on [facebook.com](https://www.facebook.com) and twitter.com/MergeInteractiv

About Merge Interactive

Merge Interactive (f/k/a Super Happy Fun Fun, Inc.) is a leading developer of mobile games and applications founded in 2001. Headquartered in Austin, Texas, the experienced team creates and delivers some of the best interactive entertainment, including the classic Dark Castle™, Field & Stream® Fishing, UFC (for THQ) for iOS, Snowboarding TnT, and Big Buck Hunter® Pro™ for iOS, and Plug & Play (for JAKKS Pacific).

About Big Buck Safari®

Created by Play Mechanix, Big Buck Safari® is the world's #1 arcade hunting game series, thrilling gamers for over 10 years. Competitive hunters can also join CoinUp® by registering at <http://www.bigbucksafari.com>, one of the most active arcade tournament communities in the US.

Download assets at: http://www.mergeinteractive.com/games/screenshots/Safari/Safari_assets.zip

About Play Mechanix

Founded in 1995, Play Mechanix, Inc. has become the leading designer of coin-operated video games. In business for over 15 years, Play Mechanix has created over 40 titles for the Arcade, Bar and Casino industries including the best-selling video hunting series Big Buck Hunter, Deal or No Deal Arcade and I Dream of Jeanie for IGT. Play Mechanix, Inc. is a wholly owned subsidiary of Raw Thrills, Inc.

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