

FOR IMMEDIATE RELEASE

Super Happy Fun Fun, Inc. Announces Partnership with Bonnier Corporation's *Field & Stream*™ for Upcoming iPhone Game

AUSTIN, TX – August 16, 2010 – Super Happy Fun Fun, Inc., the developer and publisher of the iPhone smash hit *Big Buck Hunter*® *Pro*™, announced an agreement today to partner with Bonnier Corporation's *Field & Stream*® on an upcoming game release for the iPhone and iPod touch.

“The *Field & Stream*® brand is a perfect fit for the top quality title we are about to release that features best-in-class graphics with real lakes, real fish and a compelling arcade style gameplay.” said Mark Stephen Pierce, CEO of Super Happy Fun Fun, Inc. “Along with the strong market response to our iPhone version of *Big Buck Hunter*® *Pro*™, this new partnership is a great opportunity to continue building Super Happy Fun Fun's reputation as a provider of high quality sports titles for iPhone users. *Field & Stream*® has huge brand recognition and evokes the level of quality that we will be delivering in our forthcoming game.”

Super Happy Fun Fun, Inc. and *Field & Stream*® have not yet given details about the branded game but say the information will be released soon.

Check out Super Happy Fun Fun, Inc. on the web to learn more: www.superhappyfunfun.com, twitter.com/shff, and facebook.com/pages/Super-Happy-Fun-Fun-Inc.

About Super Happy Fun Fun, Inc.

Super Happy Fun Fun (SHFF), founded in 2001, is a leading developer of mobile games, applications, and Plug 'n' Play TV Games. Headquartered in Austin, Texas, the experienced team, led by video game veteran Mark Stephen Pierce, creates some of the best interactive entertainment including the classic *Return to Dark Castle*, the award-winning *Tilt-A-World*, and iPhone titles *Big Buck Hunter*® *Pro*™, *Snowboarding TnT*, *Star*Burst*, and *Ace Yeti Trapper*. For more information, please visit www.superhappyfunfun.com.

About *Field & Stream*®

Field & Stream®, The World's Leading Outdoor Magazine is the country's largest enthusiast title and most recognized outdoor publication. Devoted to the complete outdoor experience and lifestyle, *Field & Stream*® (www.FieldandStream.com) gives its readers the knowledge and inspiration to pursue the sports they love. It celebrates the outdoor experience with great stories, compelling photography and sound advice, while honoring the traditions hunters and fishermen have passed down for generations. Established in 1895, *Field & Stream*® is published 11 times per year by the Bonnier Corporation.

The Bonnier Corporation (www.bonniercorp.com), one of the largest consumer-publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.

About *Big Buck Hunter*® *Pro*™

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

About Play Mechanix

Founded in 1995, Play Mechanix, Inc. has become the leading designer of coin-operated video games. In just under 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 recently released Big Buck Hunter® Pro™ Open Season, the long awaited update for Big Buck Hunter® Pro™. Play Mechanix, Inc. is a wholly owned subsidiary of Raw Thrills, Inc.

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