

FOR IMMEDIATE RELEASE



Spark Plug Games Announces Deliciously Brainy New Game: *Plight of the Zombie*

RESEARCH TRIANGLE, NC (April 17th, 2012) – We are tired of all of these zombie games designed for those apathetic people who just want to kill poor, innocent zombies all the time. They're just hungry! So, coming mid-2012 to Android and iOS devices, Spark Plug Games is proud to announce our most delicious game yet: *Plight of the Zombie*.

All we ask is that you check out our cause and help end zombie hunger. There are those among us who are misunderstood. They're rejected by society and even killed, just for being who they are! It's time to walk a mile in someone else's shoe, or in this instance, someone's deceased and quite undead shoe as you feel the everlasting pangs of hunger.

You know what it's like to be counting down the clock to lunchtime, absolutely craving a burger (or veggie burger). Just imagine that feeling *every day*. And instead of burgers, you want brains. It could happen, right?

"Zombie hunger is a real epidemic and one that we take very seriously here at Spark Plug Games," said John O'Neill, carnivorous President of Spark Plug Games. "We have invested heavily into the cure for zombie hunger in this yummy game, and we hope it solves the plight of zombies everywhere."

Plight of the Zombie features:

- Play over 30 deliciously brainy puzzles
- Be one with your inner zombie as you nom on yummy brains
- Support a savory cause by helping end zombie hunger
- Appetizing store with plenty of tasteful accessories for your zombies
- Available initially on Android platforms by Q2 2012, iOS by Q3
- It's *free!* Some people say there's no such thing as a free lunch. We beg to differ...

For more information or advice on surviving the zombie apocalypse, please send a request to:

Marketing Director

Megan Carriker

megan@sparkpluggames.com

For more resources:

Screenshots: http://bit.ly/potz_screenshots

Trailer: http://bit.ly/potz_trailer

Twitter: <http://www.twitter.com/sparkpluggames>

Facebook: <http://www.facebook.com/sparkpluggames>

More Twitter-y goodness: <http://www.twitter.com/craigcreeper>

More Facebook-y goodness: <http://www.facebook.com/plightofthezombie>

About Spark Plug Games

Spark Plug Games is an awesome independent games developer focused on creating interactive products for social, mobile, tablet and console markets. The team embraces the slogan "We ignite fun!" which expresses a desire to create high quality products with strong entertainment value and a passion for game development. Founded in 2008 and based out of Cary, North Carolina, the SPG team has already built over 50 products and continues to develop new brands while working with industry leading partners. For more information, please visit www.sparkpluggames.com

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