

Personae Studios Unveils New Shopping Mall Game; \$pree for the iPhone, iPod touch, and iPad

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Singapore-based Personae Studios introduce their eleventh game title: \$pree, a shopping mall game for iPhone, iPod touch, and iPad. \$pree, the first iPad game developed within Singapore, is available for download in the iTunes App Store.

SINGAPORE -- Singapore-based game developer Personae Studios recently unveiled a new addition to their suite of game titles: \$pree, a shopping mall game for iPhone™, iPod touch®, and iPad. \$pree is the eleventh game released by Personae Studios, and the first iPad game developed within Singapore. Previous game titles released by Personae Studios include Air Hockey, Carrom, and 2Up.

\$pree game play revolves around strategic shopping mall planning, development, and shop placement. Players strategically build shops on a shopping mall map to satisfy shopper demands, score points, increase profits, and win the game. \$pree features include six unique shops types, sound and music options, and over a dozen unique shopper types. \$pree is available for download in the iTunes App Store.

Although \$pree has its share of competition within the iTunes App Store, there is one key feature that sets it apart from the rest: \$pree is the only shopping mall game in the App Store that allows players to strategically select a map location for each individual shop. This unique feature offers players ultimate flexibility for game play planning, strategy, and shop development. For more information on \$pree, or to view a game trailer, please visit <http://www.personaestudios.com/spree.html>.

In addition to \$pree, Personae Studios has recently released other game titles. Monkey Sailor, released last week, is a free strategic puzzle game for iPhone and iPod touch. Conundrum, released in March of 2009, is a free social word game for iPhone and iPod touch. Conundrum is a rendition of the popular Camelot Hobbies card game; a game that received accolades from the *National Parenting Center Seal of Approval* program. Stay tuned for upcoming Conundrum updates, including graphic improvements, and availability for the iPad.

Personae Studios is the first and largest Singapore-based game developer specializing in design and development for iPhone games, and supporting infrastructure. For more information on Personae Studios game titles, upcoming game releases, or to download media screenshots, please visit <http://www.personaestudios.com>.

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