



## **INDIEPUB RELEASES *FRACTAL: MAKE BLOOMS NOT WAR* FOR IPAD**

*Mesmerizing Music Puzzler Features Cipher Prime Studios'  
MusicBox Audio Engine*

**CINCINNATI - August 18, 2011** - [indiePub](http://indiepub.com), a subsidiary of [Zoo Entertainment, Inc.](http://ZooEntertainment.com) (NASDAQ CM: ZOOG), today announced that it has released ***Fractal: Make Blooms Not War*** for the Apple® iPad®. This is the second collaboration between indiePub and the award-winning independent development team, Cipher Prime.

More than just a puzzle game, *Fractal: Make Blooms Not War* is set in a sentient world that fails and prospers alongside the player. Built in a vibrant, colorful environment, *Fractal: Make Blooms Not War* is an intuitive, sensory experience featuring 30 complex levels, 60 stimulating puzzles and dynamic, rhythmic music created by Cipher Prime's new MusicBox audio engine. With three different gameplay modes - Campaign, Puzzle and Arcade - players are challenged to strategically arrange colored geometric shapes in order to cluster and chain their way through a technicolor dreamscape.

*Fractal: Make Blooms Not War* for iPad is now available for download via the App Store for a limited-time promotional price of \$1.99. It will return to its regular price of \$2.99 after the promotion ends: [indiepub.com/fractal/itunes](http://indiepub.com/fractal/itunes).

For more information, please visit <http://www.indiepub.com/fractal>.

For press assets, visit: [http://bhimpact.gamespress.com/product\\_page.asp?i=1149](http://bhimpact.gamespress.com/product_page.asp?i=1149).

### **About Zoo Entertainment, Inc.**

[Zoo Entertainment, Inc.](http://ZooEntertainment.com) is a developer, publisher and distributor of interactive entertainment software targeted at family-oriented, mass-market consumers. With a strong network of leading national mass-market retailers, its casual and value-focused titles span categories including sports, family, racing, game show, strategy, action-adventure and more. Zoo Entertainment software is developed for all major consoles, handheld gaming devices, PCs and mobile devices as well online and download game services.

### **About indiePub**

[indiePub](http://indiepub.com) is a leader in promoting independent video games and their developers. indiePub has engaged indie game developers and gamers by providing resources to collaborate and create innovative games as well as sponsoring competitions including the Independent Propeller Awards. indiePub is a developer, publisher and distributor of independently created video games for various platforms including game consoles, handheld game systems, mobile devices and tablets. indiePub's elite indie game lineup includes *Kona's Crate*, *Vessel*, *Storm*, *Fractal*, *Totem Destroyer Deluxe* and several yet-to-be announced games.

### **About Cipher Prime**

[Cipher Prime](http://CipherPrime.com) is an award-winning creative agency from Philadelphia, PA (USA), specializing in game development. They are committed to empowering other developers by sharing business knowledge and seek to help enrich the independent developer community. Cipher Prime previously released *Auditorium* with indiePub.

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