



indiePub announces its second annual Independent Propeller Awards competition

***indiePub will award \$50,000 in prizes to five indie game developers
at the 2012 South by Southwest Interactive ScreenBurn.***

CINCINNATI, OHIO (USA) – October 11, 2011 – [indiePub](#), a subsidiary of [Zoo Entertainment, Inc.](#) (NASDAQ CM: ZOOG), is proud to announce its **2012 Independent Propeller Awards** video game development competition to be presented during the 2012 South by Southwest (SXSW) ScreenBurn Arcade in Austin, TX (USA).

indiePub will award \$50,000 in total cash prizes including \$25,000 to a Grand Prize winner and \$5,000 to the winner of each individual category: Best Art, Best Audio, Best Design, Technical Excellence and Mobile Game. The winning games will also be demonstrated March 9 through 11, 2012, in indiePub's SXSW Interactive ScreenBurn Arcade booth located in the Austin Convention Center. The ScreenBurn Arcade is free and open to the public.

"IndiePub is excited to once again partner with SXSW Interactive to showcase some of the best indie developers in the world with our second annual Independent Propeller Awards" said indiePub CEO Mark Seremet. "SXSW ScreenBurn is a great way to help us continue fostering the creative spirit and growth of indie games."



Developers will be able to submit their game for consideration between November 15 and December 15, 2011, through indiePub.com. Winners will be officially announced during an awards ceremony to be held on March 9, 2012, during SXSW ScreenBurn and may have the opportunity to have their game published by indiePub.

"SXSW is where people take notice of up-and-comers across all mediums, so we're proud to keep this pattern going across the world of video games by partnering with indiePub for the 2012 Independent Propeller Awards," said Justin Burnham, SXSW ScreenBurn Account Executive. "With their history of helping raw talent refine their skills to create outstanding original games, indiePub is a natural partner to help develop this within SXSW Interactive."

Independent Propeller Awards Competition Timeline:

- November 15, 2011 – Developers can begin entering their game through indiePub.com.
- December 15, 2011 – Submissions end at midnight. Judging begins.
- February 7, 2012 – Finalists will be announced.
- March 9, 2012 – Winners announced at an awards ceremony during the South by Southwest Interactive ScreenBurn event.

For more information about the **2012 Independent Propeller Awards** and a list of last year's Independent Propeller Awards winners, visit indiePub.com/contest.php.

To request press credentials for SXSW Interactive, please visit: http://sxsw.com/press/general_information/press_accreditation or contact Kelly Krause at 512-467-7979 and <mailto:interpress@sxsw.com>.

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About indiePub

indiePub (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*, *Capsized*, *Totem Destroyer Deluxe* and several yet-to-be announced games.

About SXSW Interactive

The 19th annual SXSW Interactive festival will take place March 9-13, 2012 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from



the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2012 for the panels, the parties, the 15th Annual Interactive Awards, Startup Village, ScreenBurn at SXSW, the SXSW Trade Show and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2012 is sponsored by Miller Lite, Chevrolet, IFC, Pepsi, PepsiMax, Monster Energy, Samsung and The Austin Chronicle.

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