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FOR IMMEDIATE RELEASE:



The Campaign for *Journey to Camel-Lot*

Incredibly fun and frustratingly addictive "micro-games" on the way to iOS and Android

February 19, 2013 – El Segundo, CA — MABA Media will be releasing an iOS and Android game this April called *Journey to Camel-Lot*, a "micro-game" genre experience that has been lacking in mobile marketplaces for years. To raise funds for initial licensing, legal, and development expenses, the company recently started a Kickstarter campaign, and as of the time of this release has achieved near 10% of its crowd-funding goal within the first days of the campaign.

The quick-paced *Journey to Camel-Lot* is a mobile game that contains more than 100 micro-games, each with varying styles and objectives.

"I have always enjoyed micro-game based experiences such as WarioWare, Mario Party, and Fusion Frenzy," said MABA Creative Director, Brady Held. "We wanted to create a fun, simple, fast-paced mobile game that incorporated micro-games in both single and multi-player settings, and we were surprised when we searched for other mobile IPs with similar concepts and couldn't find one."

The game will capture attention by keeping users on their toes within a relative short window of play, a feature often present in mobile games. At its heart, the game's focus is on an overarching story of a young man trying to become a Knight of the Round Table.

"We really enjoy the older arcade-style games that were both gratifying instantaneously and in the long-run, and we can deliver on both within *Journey to Camel-Lot*," Brady continued.

For more information about *Journey to Camel-Lot*, please visit the game's on-line Kickstarter page at <http://www.kickstarter.com/projects/921441180/journey-to-camel-lot>

About MABA Media™

MABA Media LLC is an up-and-coming game developer located in Los Angeles, California. Founded in 2009, MABA's core competencies range from 3D animations and forensics visualizations, to web development, marketing, corporate identity packages, print publishing, brand management, event production and b2b communication solutions. More information about MABA Media can be found at <http://www.mabamedia.com>.

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