



PRESS RELEASE

Stephen Fry's company SamFry Limited, has created the first game for an Australian international rugby player.

Stephen Fry is of course, fiercely loyal to England and hopes for a victory in New Zealand this autumn but his Australian business partner, Andrew Sampson, has created a tongue-in-cheek game app featuring Australian international rugby player, Drew Mitchell as the game's hero.

Players must help Drew Mitchell tackle the gorilla props, side-step beefy flankers and tiny scrumhalves opposition players and avoid a grizzly dislocated ankle!

The ultimate drop goal is to obtain the highest score with a perfect kick and catch on the full, pick up bonus footballs, flame boosts and valuable jersey and cap points. Players collect all the bonuses for a perfect score to share with other competitors on Game Center.

They must help Drew steer around all those unfriendly forwards, they want to injure him Those little scrumhalves aren't his friends either. He definitely wants to avoid the pot-bellied loosehead prop!

If they knock you out, the medical team will be on field to carry Drew off on the Cart of Death. Avoid the animated version of this infamous actual event at all costs.

****Highlights****

- Drew Mitchell narration
- 72 levels
- Classic joystick running control
- Developed with Drew Mitchell
- Obtain a perfect score per level for online Game Centre Trophies and Leaderboards
- Score bonus points by collecting seagulls, caps and jerseys.
- Tweet and Facebook your progress
- Never makes friends with the forwards
- Avoid the Cart of Death and the medical team at all costs

Univeral app link: <http://andy.am/drewrubgy>

- #1 iPad app – Sports – UK
- #1 iPad app – Sports – AU
- #1 iPhone app = Sports – UK
- #1 iPad app = Sports AU

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ST JOHN'S WOOD

LONDON NW8 0DL



****Quotes****

Stephen Fry: "My Australian business partner in all things digital, Andrew Sampson, has betrayed all that is holy and created a tongue-in-cheek game app for Australian international rugby player, Drew Mitchell. Of course, I am fiercely loyal to England and hope for a victory in New Zealand this autumn.

Drew Mitchell: "As I was recuperating from my ankle injury earlier this year, I was involved in making my first gaming app. Once getting over the memory of the sight of my ankle, I thought why not document it in a way where I could have a laugh about it but more importantly, others could as well."

Andrew Sampson: "Drew is at the top of his rugby union playing career for Australia. Off the pitch, he has a very cheeky sense of humour. He's taken a potentially career-ruining ankle injury and whilst recuperating, turned it into a self-mocking game and returned to the international arena. That's a first for any sportsman!

****About the production****

Andrew Sampson has worked with many international rugby players over the years. He approached Drew after his injury and together they worked through a number of ideas which resulted in Drew's app game. Drew had a hands on approach in the character development as well as the overall structure of the game.

SamFry and our co-developer, Wombat Entertainment (Honey Pot app creator <http://itunes.apple.com/gb/app/honey-pot-blue-deluxe/id367322821?mt=8>) are both managed by Australians so it wouldn't be right not to support the Australian rugby team or players.

SamFry Limited has produced a number of #1 apps including FryPaper for iPad, which rocketed to the #1 position in the UK within hours of the iPad launch.

Images attached.