PRESS RELEASE

Milan, 11th October 2010

KITTY SCRATCH – The new App for iPhone by PlaySys

Available on AppStore the new App by PlaySys : Kitty Scratch is the name of the new and funny game for iPhone and iPod Touch.

A new application for iPhone and iPod Touch is available for online purchase on AppStore, for only € 0.79 ($ 0.99). Developed by **PlaySys**, its name is **Kitty Scratch** and it proposes a nice kitten scratching anything.
In order to choose the character, PlaySys called a poll on the main social media, where the public decided the aspect of the kitten, protagonist of this videogame.

Kitty Scratch is on the market after a few-weeks period of development and it offers the public funny minutes of amusing entertainment.
The purpose of the game is to scratch and destroy all the house, before being caught by an angry landlady.
The user must use the touch screen to simulate the kitten's scratches, as fast as he can. Six different rooms are available for the player, and he can choose the fruition order.
Kitty Scratch uses an already existent game engine, Game Salad, which was the ideal choice for this type of project. Game Salad is indeed an intuitive development platform, particularly suitable for this kind of application. "*We studied the development tool in order to best exploit the potential, putting it in our productive pipeline*" declares Luca Deriu, manager of the project and founder of PlaySys. "*Game Salad is an apparently easy and within-all-grasp application, but a well structured idea of game is essential before starting the development; it's like saying that Word is not the only thing you need to be a writer. Moreover it's necessary to carry out all the procedures to become Apple developers and to obtain their development and distribution certificates. We're very proud of our work and of the final outcome!*"

PlaySys is a computer graphic studio, based in Milan, Italy, which works in the field of 3D graphic visualizations, publishing and software development.
"*Kitty Scratch is not our first App for mobile devices, but it is our first game for Apple platforms*" – explains Luca Deriu, founder of PlaySys. "*We enjoyed the idea of creating an amusing and unpretentious videogame. You can play with Kitty Scratch on the bus, while you're in queue at the post office or while you're waiting for your drink ... it's easy and funny*".

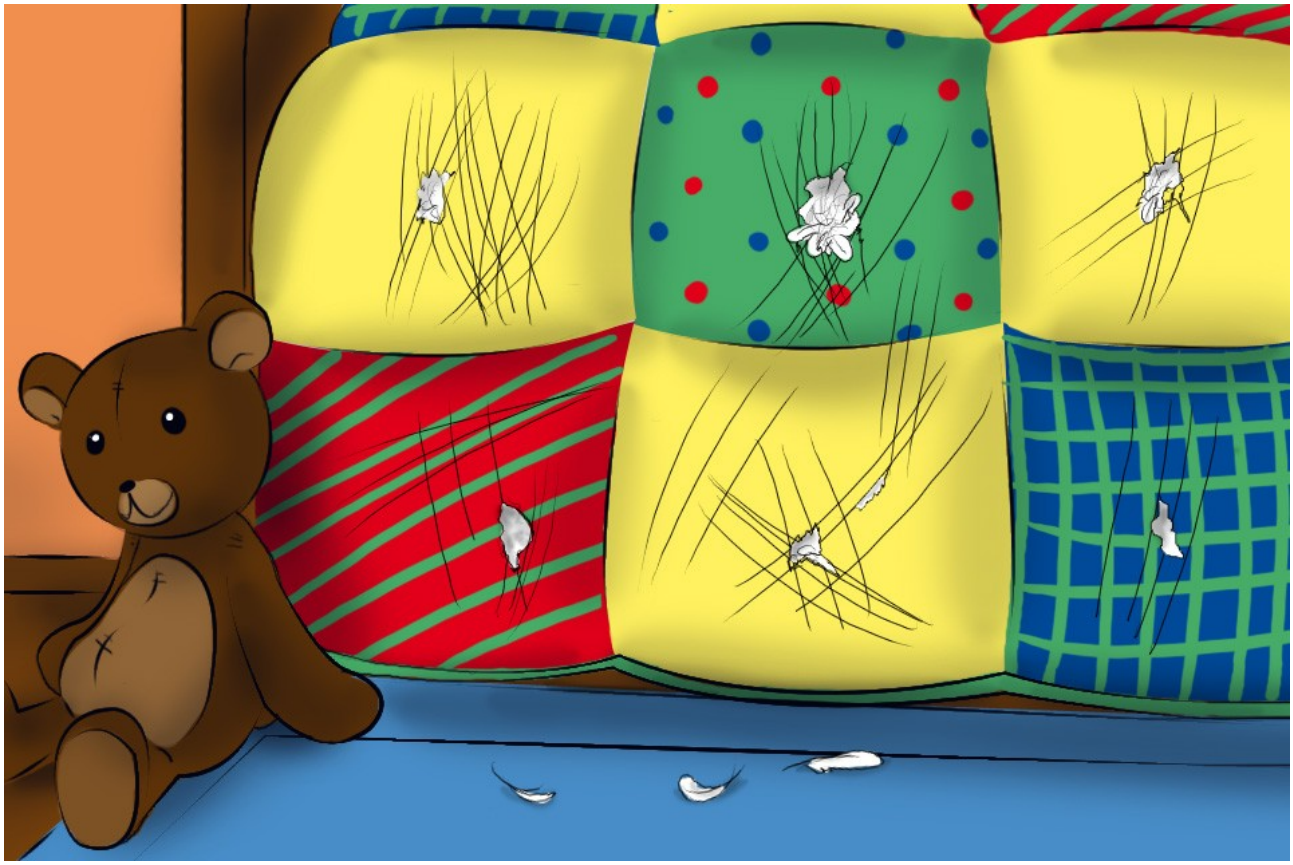
Request more info at: info@playsys.it

Useful Links:
official page
http://www.play-sys.com/games/ks
facebook page
http://www.facebook.com/pages/Kitty-Scratch/147203818656442?v=wall
PlaySys website
www.playsys.it
Game Salad website
http://gamesalad.com

For sale on:
AppStore
http://itunes.apple.com/it/app/kitty-scratch/id396651020?mt=8

Price:
€ 0.79 ($ 0.99)

IMAGES



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