

Press Release:

## **XEOPlay™ Announces Tilt HD: Flip's Adventure in 1.5 Dimensions™** Free on Earth Day – an iPad exclusive

*The immersive action puzzle adventure that tilts the world.*

"Tilt HD is a ridiculously easy and fun game to master!" ~ Simple Reviews  
"Tilt HD is an app designed for iPad and is totally addicting." ~BuyMeAniPhone.com

**SAN FRANCISCO - April 22, 2010** XEOPlay, the company that brought you the first accelerometer game on the iPhone, offers you an Earth Day gift! On April 22, join players all over the world and play Tilt HD: Flip's Adventure in 1.5 Dimensions the amazing new game that sets Flip, the mighty tadpole, against pollution and the forces of evil. It's free on Earth Day! [ <http://bit.ly/bMQ5GW> ] Begin by helping Flip rid the environment of blight and continue with our little eco-hero to chomp carbon from air and catch seeds to restore sunshine and friends. Then go on to the global scoreboard as we all Tilt together to clear the world of blight.

On this Earth Day, tilt the real world with this beautifully rendered eco-recovery simulator, tweet about your Earth Day activities, and share your photos with like-minded players. Use the tag #TiltWorld or @TiltWorld on Twitter, Flickr, and YouTube or like our fan page Facebook [ <http://bit.ly/cjqgi4> ]

[This week's mission:](#) We need 100,000 more Tilt Points™ to clear the air of the ash over Europe from the Eyjafjallajokull volcano. Game on!

Hop on over to the App Store and pick up Tilt HD: Flip's Adventure in 1.5 Dimensions for Earth Day exclusively on the iPad. [ <http://bit.ly/bMQ5GW> ] Stay tuned as Tilt launches on the iPhone and iPod Touch next month!

### **Media Resources**

Screen shots, videos, and player photos:

<http://TiltWorld.com/blog.html>

Nicole Lazzaro's Bio and Head Shots

<http://xeodesign.com/founder.html>

Nicole on video <http://bigthink.com/nicolelazzaro>

Twitter: [@TiltWorld.com](#), [@NicoleLazzaro](#)

### **Media Contact**

Nicole Lazzaro, XEOPlay, Inc.

(510) 658-8077

[nlazzaro@xeodesign.com](mailto:nlazzaro@xeodesign.com)

<http://twitter.com/TiltWorld>

<http://twitter.com/NicoleLazzaro>

### **About XEOPlay**

XEOPlay, founded by Nicole Lazzaro, makes games that unlock human potential to improve quality of life through play. The company incorporates industry leading research on emotion and the fun of games of its sister company [XEODesign, Inc.](#) For more information on XEOPlay, visit [www.XEOPlay.com](http://www.XEOPlay.com).

###