



FOR IMMEDIATE RELEASE

Media Contact

June Ip

+1 (416) 530-4057

june@murmurcomms.com

Snakehead Games Launches Two Significant New Developments in its Game Play Design

The company releases two updates to improve player interaction and usability

TORONTO, CANADA (March 18, 2010) – Snakehead Games implemented two features aimed at increasing opportunities for players of its online games to interact with each other and navigate through game menus more easily. The first feature is the addition of a mini-game-within-a-game, which allows players of vastly different skill levels to embark on an in-game battle, something that was not available to players before. The second feature is an improvement in the game navigation menus to allow newer players to adapt to the game more easily.

The changes are expected to integrate newer players into the community faster, thus improving the rate of return of new members. Additionally, it adds another exciting element to the game for existing players.

“In social gaming, the community is everything,” explains Colin Ferguson, Director of Marketing for Snakehead Games. “By giving players more options to interact with each other and making it easier for newer players to navigate the game, we are making investments in growing the community.”

Ferguson also mentions that the changes are in preparation for further strategic growth in the coming months. The company is working on a few initiatives that will bring the games to a broader audience.

“We recently hit a plateau as far as membership growth,” he elaborates. “So we have been working on ways to bring more people into the games, but I don’t want to jinx the initiatives before they get off the ground. We will announce the changes when we know better what the launch date might be.”

###

About Snakehead Games Inc

Snakehead Games Inc is the maker of the popular browser-based Player-vs-Player games, *Star Pirates* and *Spy Battle: 2165*. Founded in 2008 and headquartered in Toronto, Canada, the company attracts over 3,000 young adult professionals each day to its science fiction-inspired games.



FOR IMMEDIATE RELEASE

The company's games are browser-based and game commands are text-based, making the games easily accessible at work or from a mobile device. Additionally, the strong community it has nurtured amongst its players ensures a long-term returning audience.

With the use of proven online business models and its signature combination of engaging online communities and intelligent game design, Snakehead Games Inc is establishing itself as a force in online, mobile and social gaming.

For more information, visit www.snakeheadgames.com.