Scumbag App lives up to its name - Free download, charges for hats

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Leading mobile development studio ReignDesign today introduces Scumbag App 1.0, its new entertainment app for iPhone, iPad, and iPod touch. Inspired by the "Scumbag Steve" meme popularized on websites such as reddit & imgur, Scumbag App is a photo-based app that allows users to call out "scumbag" people, places, or things, in their daily life and share them online. It features a young man seen wearing a sideways hat and standing in a hallway. Captions describe the character's unethical behavior.

Shanghai, China - Leading mobile development studio ReignDesign today is proud to announce the release of their latest iPhone app, Scumbag App. The app, inspired by the "Scumbag Steve" meme popularized on websites such as reddit and imgur, is available as a free download on the App Store. Keeping true to the "scumbag" theme however, it charges users for unlimited use of the signature "scumbag hat."

The original meme, depicted through a series of images, features a young man seen wearing a sideways hat and standing in a hallway. Captions describe the character's unethical behavior.

The photo-based app allows users to call out "scumbag" people, places, or things, in their daily life and share them online. Users capture an image with their iPhone camera, add a signature "scumbag hat" to their subject, and then apply captions in the spirit of the original meme. They can then share their image online through email, Facebook and Twitter, or post it directly to websites reddit and imgur.

The app also does not waste the opportunity of being labeled as a "scumbag" itself: while a free download, users are limited to applying the "scumbag hat" to images they create twice per day. Users can opt to purchase unlimited hats for a one-time in-app purchase, which also disables the application's ads.

Device Requirements:
* iPhone 3GS, iPhone 4, iPhone 4S, 3/4G iPod touch and iPad
* Requires iOS 5.0 or later
* 9.8 MB

Pricing and Availability:
Scumbag App 1.0 is Free and available worldwide exclusively through the App Store in the Entertainment category.

ReignDesign:
http://www.reigndesign.com

Scumbag App 1.0:
http://www.reigndesign.com/blog/scumbag-app-expose-all-the-scumbags-in-your-world-with-our-new-a

Download from iTunes:
http://itunes.apple.com/app/scumbag-app/id524613952

Screenshot:
http://dl.dropbox.com/u/10626291/Scumbag%20assets/ScumbagScreenshot1.png

App Icon:
http://dl.dropbox.com/u/10626291/Scumbag%20assets/ScumbagIcon512.png

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Stephen Ceresia
Community Manager
+86 (21) 5352 1288

info@reigndesign.com

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