300,000 Word Lovers Get Ready for New Word Jewels 2 on iOS

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Word Jewels 2 (v 1.0) is a calm and relaxing family-friendly word-finding game, suitable for ages 5 to 105, with bright easy-to-read letters and intuitive swipe controls. The five-by-five grid of letter jewels holds almost infinite possibilities of words waiting to be discovered, which rewards players that take their time to search for hidden words. Word Jewels 2 is the sequel to the successful Word Jewels iPhone/iPad game which has been played by more than 300,000 players worldwide.

Buffalo Grove, Illinois - Boy Howdy Technology has released a sequel to their hit iPhone and iPad game, Word Jewels(TM). Word Jewels has been earning glowing reviews from its dedicated fans, with an average of four-and-a-half stars out of five in the highly competitive AppStore. "We want to build games that are familar, fun, and family-friendly, without all the explosions and flashing lights that many of the big name developers glue on top of their gameplay", said Erich Bratton, founder of Boy Howdy Technology. "If a game is truly fun, then just like classic wooden toys of the past, they can be simple and elegant and engaging with a clean design."

Word Jewels 2 (v1.0) is a relaxing word game that helps players sharpen their minds while playing. There are no timers, which helps to lower stress while playing, unlike many other "twitch" games. The five-by-five grid of letter jewels holds almost infinite possibilities of words waiting to be discovered, which rewards players that take their time to search for hidden words. Casual players benefit from automatic letter balancing that keeps the board evenly populated with consonants and vowels, as well as with easy and hard letters.

New in Word Jewels 2 are Power Jewels that allow players to shake up the board for a fresh start, or to swap a pair of jewels to get just the right letters to score a big word. Also there are new game modes to match player personalities. Players that want to avoid the frustration of starting over can try the new Endless Mode, where levels can be retried until they're cleared. Rally Mode is a ten-level journey that has interesting patterns of jewels to be cleared. Serious players can try the difficult Challenge Mode which requires longer words. And the new Blitz Mode is a single level of word-finding, with bonus multiplier jewels to enable big scores in just a few minutes of play time. Players can compare their scores in each mode with their friends and everyone around the world thanks to Apple's Game Center high score leaderboards.

Features:
* Five game modes for players to try - Classic, Endless, Rally, Challenge, and Blitz
* No timers so you can relax while you play
* Large, easy-to-read letters that are great for players with vision issues
* Intuitive swipe controls
* Global high scores with Apple's Game Center
* 100% free with no hidden in-app purchases

Device Requirements:
* iPhone, iPad, or iPod touch
* Requires iOS 3.1.3 or later
* Universal app optimized for display on all iOS devices
* 18.0 MB

Pricing and Availability:
Word Jewels 2 (v.1.0) is free (ad-supported) and available worldwide exclusively through the App Store in the Games category.

Word Jewels 2 (v1.0):
http://boyhowdytechnology.com/wordjewels2

Download from iTunes:
http://itunes.apple.com/app/id527176002

Screenshots (zip):
http://boyhowdytechnology.com/wj2/press-screenshots.zip

App Icon:
http://boyhowdytechnology.com/wj2/Icon-512.png

Located in Buffalo Grove, IL, Boy Howdy Technology was founded in 2011 by Erich Bratton. Boy Howdy aims to design games that are intuitive and fun, with simple pick up and play mechanics. All Material and Software (C) 2011-2012 Boy Howdy Technology LLC / All Rights Reserved. Apple, the Apple logo, iPod, the iPod logo, are registered trademarks of Apple Computer in the U.S. and/or other countries. All other trademarks and trade names are the property of their respective owners. Word Jewels is a trademark of Boy Howdy Technology LLC.

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