

MoGeneration announces Moo Shake! - An iPhone game for young kids

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MoGeneration today announces Moo Shake!, their animal mix and match game for iPhone and iPod Touch. Kids from three to ten can now enjoy a fun, educational game on an iPhone or iPod Touch. Moo Shake! is an interactive version of the animal mix and match books that many of us had as kids. Moo Shake! takes the idea into the 21st century by adding sound, movement and a competitive element.

Sydney, Australia - MoGeneration is delighted to announce Moo Shake!, their animal mix and match game for iPhone and iPod Touch. Kids from three to ten can now enjoy a fun, educational game on an iPhone or iPod Touch. Moo Shake! is an interactive version of the animal mix and match books that many of us had as kids. Moo Shake! takes the idea into the 21st century by adding sound, movement and a competitive element.

"Within five seconds of the Moo Shake! most kids know what to do thanks to a 'seeing is doing' animated introduction" says MoGeneration CEO Keith Ahern, "players move animal heads, bodies and feet until you complete an animal, all accompanied by appropriate animal sounds. Shake the iPhone and the animals shuffle around while barking, mooing and meowing."

The illustrations were created by an award winning children's book illustrator. Players can also play against the clock when they are confident completing animals. This holiday season record sales are expected for the iPhone and iPod Touch. Moo Shake! is a perfect first application for kids to learn how to use the device, as well as giving parents a few minutes of well earned rest.

"MoGeneration normally create media and enterprise applications for other companies like News Corp but we could only watch so many kids pick up iPhones and master the user interface before we decided create some fun but educational games for them." Moo Shake! is the first of many kids games from MoGeneration which will be marketed under the Shake and Play brand.

Pricing and Availability:

Moo Shake! is available worldwide at the iPhone App Store at a price of \$0.99 USD (\$1.19 AUD). Evaluation copies available on request.

Moo Shake!:

<http://shakeandplay.com/>

Download and Purchase:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=299677227&mt=8>

Screenshot - Overview:

http://shakeandplay.com/wp-content/uploads/2008/12/img_0020.png

Screenshot - Moo Cow:

<http://shakeandplay.com/wp-content/uploads/2008/12/screenshot0.jpg>

Screenshot - Moo Coo and Karate Zebra:

<http://shakeandplay.com/wp-content/uploads/2008/12/screenshot2.jpg>

MoGeneration:

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