

## Mr Toast Goes Mobile

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California based Imaginary World Comics introduces Mr Toast 1.0, its brand new gaming title for iOS devices. Players take control of Mr Toast as he walks/runs through his neighborhood. Drawing on the classic cartoon style of Mr Toast, the game appeals to kids and adults. Featuring two different play modes, in Levels mode, players have 14 levels to complete with varying challenges on different levels. In the Infinity mode, players can just keep going as long as they still have time.

Los Angeles, California - With over 3 Million YouTube views, Mr Toast is now ready to take the mobile gaming world by storm with his new game for Apple iOS devices. In the game, titled simply "Mr Toast", players take control of Mr Toast as he walks/runs through his neighborhood.

"Mr Toast fans have been asking me for a game and I think they are going to really enjoy this one" said Dan Goodsell, creator of Mr Toast.

The game has two different play modes. In the Levels mode, you have 14 levels to complete. Different levels have varying challenges like limited visibility at night, dangerous spiders and time wasting cell phone calls. Earn high scores and you can unlock two bonus levels where you take control of Mr Toast's pals, Joe the Egg and Shaky Bacon. In the Infinity mode, players can just keep going as long as they still have time. Mr Toast will obtain crazy speeds as you try to set the new high score. There are two different Infinity environments - Suburbs and Country.

"The art style of game is based on my comics" said Dan Goodsell "The design owes a lot to classic cartoons and advertising characters of the 1960's. Another unusual aspect of the game is that Mr Toast travels in a horizontal direction referencing such classic games as Zaxxon and Paperboy."

The catchy music of the game is provided by the Texas band Shibboleth. "Having been fans of Mr Toast for many years, it was a blast to become a part of his world and write these jaunty little numbers. We'd follow Mr Toast anywhere" says Shibboleth band member Don Cento.

Mr Toast is known worldwide from his YouTube videos which have over 3 million views. Mr Toast has an extensive line of plush toys, books, comics and jewelry. Mr Toast has a large fan base in Germany where t-shirts, bedding and posters are also distributed.

Mr Toast is the creation of Los Angeles artist Dan Goodsell. "Mr Toast started out as a webcomic in 2003" said Dan Goodsell "but once I started creating Mr Toast plush toys, he really took off. This game is the logical next step in the evolution of Mr Toast."

### Device Requirements:

- \* iPhone, iPod touch, and iPad
- \* Requires iOS 4.2 or later
- \* 20.7 MB

### Pricing and Availability:

Mr Toast 1.0 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Games category.

Mr Toast 1.0:

<http://www.theimaginaryworld.com/page3.html>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Purchase and Download:

<http://itunes.apple.com/app/mr.-toast/id519393512>

Screenshot:

<http://www.theimaginaryworld.com/ToastScreenshot01.jpg>

App Icon:

<http://www.theimaginaryworld.com/MrToastGameIcon.jpg>

Located in Los Angeles, California, Imaginary World Comics is a privately held company founded by Dan Goodsell. The company is the publisher and manufacturer of Mr Toast. For the past 8 years, Mr Toast has appeared in books, comics and on the web. Copyright (C) 2012 Imaginary World Comics. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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