

Zombie I Scream, a Non-Violent Zombie Game, Hits iTunes App Store

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Zombie I Scream is a new zombie game for the iPhone now available at the iTunes store. It is a family-friendly zombie game. Unlike other zombie games that involve murder and weapons of mass destruction, Zombie I Scream uniquely asks the players to hurl anti-zombie ice cream cones at the zombie hordes in order to return them to human form and save Boston. Save enough humans and the apocalypse is avoided. The game is the first from Boston-based Thefty Jack, LLC.

Boston, Massachusetts - Thefty Jack, LLC, a Boston-based mobile software company, announced today that their new iPhone zombie game, called Zombie I Scream 1.0, was available today in the iTunes App Store.

"Is this the best zombie game for the iPhone? We think it is because it's so unlike the other games in it's non-violent approach," said David Deutsch, Thefty Jack co-founder and chief creative. "Zombie I Scream begins with saving the world from the Zombie apocalypse, that's standard. But the goal in our game is to save the world by saving the zombies. We think that a message of salvation is needed, even in today's zombie-fueled culture. Add the incredible artwork, unique gameplay and a mastermind evil chicken and our game stands out from the pack."

Early buzz on the game has been good. "We're huge fans of the artwork," said Stuart Conover, of buyzombie.com. "We are breathlessly waiting awaiting the Android version."

Zombie I Scream is set in Boston. In it, the players man a tricked-out Government-issued ice cream truck that dispenses anti-zombie-infused ice creams. Dispensing these to zombies returns them to normal; cure enough zombies and you create a reverse domino effect, halting the zombie apocalypse. The backdrop? Famous Boston landmarks and neighborhoods including Fenway Park, Harvard Square and the Faneuil Hall.

The company takes ice cream as a curative remedy seriously. As part of the promotion, the company commissioned NY-based Jane's Ice Cream to create human-edible versions of the zombie flavors, like "Minty Eyeball" and "Vein-illa Oblingata." They will be part of upcoming promotions of the game.

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Requires iOS 4.3 or later
- * Universal app optimized for display on all iOS devices
- * 92.4 MB

Pricing and Availability:

Zombie I Scream 1.0, is \$1.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Games category. An ad-supported lite version is also available.

Thefty Jack:

<http://www.theftjack.com/>

Zombie I Scream 1.0:

<http://www.zombieiscream.com>

Purchase and Download:

<https://itunes.apple.com/app/zombie-i-scream/id564566584>

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

Download from iTunes:

<https://itunes.apple.com/app/zombie-i-scream-lite/id575487052>

Screenshot:

<http://a193.phobos.apple.com/us/r1000/120/Purple/v4/a0/74/b9/a074b9a3-7c3e-099e-fa9a-e844297e5e44/mzl.gurorzcc.320x480-75.jpg>

App Icon:

<http://a4.mzstatic.com/us/r1000/081/Purple/v4/2b/56/63/2b56635c-ae6c-58f8-580d-cf181d80dbce/mzl.bpwyemcn.175x175-75.jpg>

Thefty Jack, LLC is a Boston-based mobile software company that specializes in games for the iPhone, iPad and iPods. Zombie I Scream is their first title. Copyright (C) 2012 Thefty Jack, LLC. 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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