

Tav Shande Makes Chuck Norris Cry with Launch of New App Cry Face

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Cry Face 1.0 by Tav Shande invites iPhone and iPad users to create, capture and share that emotional moment when the weeping begins and see how they or their friends might look with a face full of salty tears. This image editor lets users make a person's face appear to cry. Users take photos from the camera, photo library, or Facebook, and see how they or their friends could look while sobbing. The hilariously fun and creative app is known to make even the toughest men and women cry like babies.

Burlingame, California - iPhone and iPad users who wonder how they or their friends might look with damp cheeks, or a quivering lip with a stream of tears and running mascara, can now have their wish fulfilled thanks to the hilariously fun new app Cry Face 1.0.

Designed by Tav Shande, Cry Face is a remarkable image editor app that lets users instantly make any person's face appear to cry. They simply use the app's simple interface to play with photos taken from the camera, photo library, or Facebook, and see how they or their friends could look while sobbing. They can also use the app's handy Gallery feature to view their before and after photos.

For even more personalization users can use the app's Meme Text Generator to create and send their own inventive messages embedded right onto the photo and show the entertaining results to their friends via social sharing.

"Who hasn't wondered if it is even possible for the legendary Chuck Norris to cry?" asked Tav Shande. "Well, now with Cry Face, you don't even have to risk your life attempting to make him shed a tear! You can achieve what was previously thought to be impossible and turn the mighty Chuck Norris into a big cry baby. It's fun, easy to use, and it's an app that really creates an emotional image we can all relate to. We have all cried at one point in time or another, now with Cry Face you can command those tears. It's the most fun you'll have making yourself and all your friends cry."

Cry Face, the hilarious and fun image editor app that lets iPhone and iPad users take command of their tears and make anyone appear to cry, is available now on iTunes.

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Requires iOS 4.3 or later
- * 41.4 MB

Pricing and Availability:

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

Cry Face 1.0:

<http://cryface.me>

Purchase and Download:

<https://itunes.apple.com/app/cry-face/id581703403>

Screenshot:

http://sphotos-a.xx.fbcdn.net/hphotos-prn1/734054_259658604167819_1614309087_n.png

App Icon:

http://cryface.me/matchbook_files/lcontrans.png

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

Media Assets:

<http://cryface.me/press.html>

Based in the Bay Area, Tav Shande focuses on producing polished and thoughtfully created, innovative social experiences housed in simple yet fun to use products for mobile devices. Previous titles include the World's first face rating app, Vanity and Matchbooth, both of which were well received by App Store users and numerous media outlets. Copyright (C) 2013 Tav Shande. 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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