



## **Rum Run, the innovative strategy game for touchscreens, was released today**

*Rum Run Allows Gamers to Experience Mobile Gaming  
In a Whole New Way*

*Turtle Games developed a unique strategy game designed for phones and tablets. Rum Run is an award winning game (third place in the Game Design Phone category of the Microsoft's Imagine Cup in 2012).*

**Budapest, Hungary – November 15, 2012** – [Turtle Games](#), an independent game studio, 3<sup>rd</sup> place winning team of the Microsoft's Imagine Cup, announced today the official release of **Rum Run**.

In Beta testing, Rum Run had 250 testers who played on a daily basis and offered valuable feedback, rating it 4.5 stars plus by strategy players and 4.23 overall by our beta testers, beating the current top games.

Rum Run can be played on iPhone, iPad, Windows 8 and Windows Phone. What is really outstanding about Rum Run is that it is the first strategy game to truly revolutionize the traditional controls we know so well. Rum Run is controlled by dragging items on the screen. Testers have found the idea of the game intuitive, fun and extremely appealing.

“When we first started working with mobile devices, we asked ourselves, ‘Why are strategy games for iPhones designed with the old, keyboard and mouse controls in mind when touch screens can do a lot more?’” said Adam Kapos, Managing Director for Turtle Games. “We spent almost two years turning that idea into Rum Run. Anyone looking for something fresh and exciting in the strategy genre is in for a treat.”

Now it's time to surprise the world. Rum Run is going to be released today, November 15, only weeks away after Microsoft's Windows 8 was released. And no, it's not a coincidence, because Rum Run will not just be available for iPhone and iPad, but also for Windows 8 and Windows Phone. The game is available with a free to play version from the respective application stores.

The Android version of Rum Run is currently under development.

**For screenshots of the game, please visit <http://www.rumrungame.com/gallery.html>**



Rum Run for iPhone: <https://itunes.apple.com/us/app/rum-run/id575378088?mt=8>

Rum Run Free for iPhone: <https://itunes.apple.com/us/app/rum-run-free/id575363523?mt=8>

Rum Run HD for iPad: <https://itunes.apple.com/us/app/rum-run-hd/id575360196?mt=8>

Rum Run HD Free for iPad: <https://itunes.apple.com/us/app/rum-run-hd-free/id575362906?mt=8>



Rum Run for Windows 8 (with Free Trial): <http://apps.microsoft.com/webpdp/app/rum-run/4a8e33ec-77ed-42ce-bf64-2810b7c7b92f>



Rum Run for Windows Phone (with Free Trial): <http://www.windowsphone.com/s?appid=1363e786-cbe2-4558-9816-7889b22c9cd4>

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Twitter: <https://www.twitter.com/RumRunGame>

YouTube: <http://www.youtube.com/RumRunGame>

Website: <http://www.rumrungame.com/>



## About Turtle Games

Turtle Games was founded in 2011. The team had a great idea in mind: to develop a truly unique and great game, developed for touch screens. And so, in February, the idea of Rum Run was born. In 2012 they participated in Microsoft's Imagine Cup and managed to get in the finals. Meanwhile Rum Run went into beta. Turtle Games advanced to the very finals of the Imagine Cup and they also got to the podium: 3<sup>rd</sup> place. An award well deserved. For more information, visit <http://www.rumrungame.com>

Turtle Games - Bringing strategy games back to life™

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