

**NEWS**  
**For Immediate Release**

## **FreshGames' *Ranch Rush* Now Available For iPhone**

*Hit Farming Game "First to Market" on iPhone, Helps Action Against Hunger*

COLUMBUS, Ohio, July 15, 2009 – Ranch Rush®, the popular casual farming game that has been a smash hit with PC and Mac users, is now available for Apple's iPhone, with 20% of each purchase going to *Action Against Hunger*.

The game, developed by Columbus-based FreshGames®, is the first time management farming game available for iPhone.

Players assume the role of Sara, a bright-eyed young farmer and entrepreneur, who must build a thriving ranch before Jim, the ranch owner, is forced to sell to developers. Each week poses new challenges for Sara, who must harvest fresh produce; gather eggs from ostriches; collect honey from bees; whip up ketchup from tomatoes; and much more. The game features 40 levels, four clever upgrades, bountiful crops, four animals to tend and 20 trophies to win.

"Farming is a fun and unique theme for a game, and Ranch Rush offers a variety of ways to make it both engaging and entertaining," said FreshGames President Stephan Smith. "We're confident that iPhone users, like Mac and PC users, will become engrossed in its exciting game play and we're excited to link the launch of Ranch Rush for the iPhone with a charitable gift to *Action Against Hunger*."

Specially priced for the iPhone launch at \$1.99, Ranch Rush is available on the iPhone App Store, along with special free downloads from FreshGames' web site at <http://www.freshgames.com/games/ranchrush/iphone.php> FreshGames is donating 20% of the purchase price from each game sold directly to Action Against Hunger, an international network developing sustainable solutions for world hunger.

"Action Against Hunger is thrilled to benefit from the Ranch Rush iPhone application," said Geoffrey Glick, Action Against Hunger's Director of External Relations. "Since our organization works with families to provide sustainable solutions to hunger, Ranch Rush is a natural fit. We are very grateful for FreshGames' support and eager for the launch."

### **About Action Against Hunger**

Action Against Hunger/Action Contre la Faim (ACF) is a global humanitarian organization committed to eliminating world hunger. Recognized as a leader in the fight against hunger and malnutrition, ACF works to save the lives of malnourished children while providing families with sustainable access to safe water and long-term solutions to hunger. Intervening in emergency situations of conflict, natural disaster, and chronic food insecurity, ACF has pursued its vision of a world without hunger for 30 years, assisting some 5 million people in more than 40 countries each year.

### **About Fresh Games**

FreshGames® is a leading developer and global publisher of "casual games." Based in Columbus, Ohio, the company was formed in 2002 by industry gamers and veteran marketers with a shared vision to create cool interactive games to play over the Internet, through handheld devices and across multiple platforms. FreshGames has won multiple awards for its original "casual game" content, including Cubis®, Word Mojo™, ZenGems® and Ranch Rush®. Millions around the world have downloaded the company's games, which also appear on leading online portals such as Yahoo, MSN, RealArcade and BigFishGames, and through major retail stores both domestically and internationally. Its games also are available for multiple devices and platforms, from Palm®, Pocket PC®, mobile phones and iPod's® to online casinos and skills-based gaming sites. More information is available at [www.freshgames.com](http://www.freshgames.com).

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