

FreshGames Brings Sweet Taste of Cake Pop Party to iOS

Discover the Super-Social Pop World to Globally Share, Amaze and be Amazed

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The artists of innovation at FreshGames have changed the game again with their latest casual mobile release - *Cake Pop Party* for iPhone™, iPod® Touch and iPad®.

As the first “mess-free” Cake Pop designer app on iOS -- and the first to provide global social features --- *Cake Pop Party* sets the stage for players to enter the super-social *Pop World*, a global showcase of creative pop-making sure to inspire the entire family. Through the Pop World feature, everyone has an opportunity to earn special achievements for topping the weekly Pop World charts or being the daily Pop Star, along with having a chance to win real-world prizes for their designs.

"*Cake Pop Party* is an addictive way to build and enhance your social circle," said Stephan Smith, President of FreshGames. "*Cake Pop Party* represents the FreshGames way to reach out to friends and those you love. It's also an amazing way to share your creations with people around the world."

Cake Pops are delectable, bite-sized wonders of cake-on-a-stick combined with frosting, colorful decor, and delicious sweet ingredients.

The first time players open *Cake Pop Party*, they'll see the possibilities are endless. By channeling their inner-creativity, players can combine shapes, coatings, candy and sprinkles to bring any pet, character or tasty treat to life. It's fun, it's creative - it's *Cake Pop Party!*

Additional *Cake Pop Party* features players can expect:

- Incredibly realistic HD art
- Stick tags for a personalized message
- Fun achievements to collect
- Unique hidden surprises in Cake Pops
- Recipe Cards on the back of each Cake Pop
- Goody Store to purchase additional ingredients/theme packs
- Facebook login for easy sharing to Pop World
- Intuitive touch screen engineering

Cake Pop Party for iPhone, iPod touch, and iPad will be free on the Apple App Store or at

<http://itunes.apple.com/us/app/cake-pop-party/id471358538?ls=1&mt=8>

For more information on Cake Pop Party, please go to CakePopParty.com or FreshGames.com

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About FreshGames®

FreshGames® is global publisher and developer of casual games based in Columbus, Ohio. The company was formed in 2002 by gaming industry veterans and seasoned marketers with a shared vision to create amazing, simple and addictive gaming experiences across PC, mobile and host of other 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 and in major retail stores globally, international online casinos and skills-based gaming sites. For more information, please visit <http://www.FreshGames.com>

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