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UNITED TOY ANNOUNCES 6,000,000 PLAYS AND ADDITION OF CHAT TO HIT PIRATE FLEET FOR FRIENDS IPHONE GAME.

Play averages 200% the industry rate at 4X per day.

(July 6, 2011, Los Angeles, CA) United Toy, a German upstart dedicated to pirate theme games is now giving players of the hit iPhone game, *Pirate Fleet for Friends* an opportunity to chat with other players on the popular iPhone game. Chat can be initiated by friend or foe and is limited to 500 characters.

Pirate Fleet for Friends already boasts an engagement number that is twice the industry average at four plays per day. These are incredible statistics and will only benefit from the new Chat functionality debuting this month. Consumers historically love Chat because it is easy, non-intrusive and allows for quick, efficient and easy interaction with other players. With Pirate Fleet for Friends, it promises increased communication and possibly even some friendly banter as the cannons start flying and ships start sinking.

“Users really love the experience of being able to chat with their online opponents whether they are in Bangladesh or Boston.” said Ralph Hesse, United Toy, Creator and Founder. *“This was always our vision for the game and we are happy to share it with our user base.”*

Now, with an impressive 6,000,000 unique plays since March, 2011, the accolades continue to roll in. These recent posts have enthusiasts worldwide buzzing about this friendly and entertaining game.

“Fun and free must have app!” “An excellently addictive game. It's great!”
-Australia

“I love this game!” “This game is awesome.”
-USA

“Love it!” “Brings back old battleship memories!”
-United Kingdom

“Super Game.” “Recommend it to anyone.” “Power pirate fun.”
-Germany

Pirate Fleet for Friends Chat is available now on all Free and Premium versions of the game. *Pirate Fleet for Friends* is FREE to download. For additional information about *Pirate Fleet for Friends*, visit: <http://www.unitedtoy.com>

About United Toy

United Toy is a game development company based in Stuttgart Germany. Reminiscent of a board game we all grew up with, United Toy takes this simple game to new levels by literally adding bells and whistles and incorporating sound, cannon shot grunts and an ever-present Ibis to cheer you on and warn of danger. *PirateFleet for Friends* is the first release in a suite of pirate themed games that will be released over the next several months. Previous success of founder, Ralph Hesse included concept and realization of photo2fun, an iPhone App with 1.5 million installations to date.

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