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**UNITED TOY ANNOUNCES PIRATE FLEET FOR FRIENDS REACHES 25,000  
DOWNLOADS DURING FIRST MONTH.**

Gamer Retention is 300% higher than average iPhone game benchmarks by  
Flurry™

**(May 10, 2011, Stuttgart, Germany)** United Toy, a German upstart dedicated to pirate theme games hits pay dirt with the launch of the new *PirateFleet for Friends*. This engaging iPhone and Android game pits you against friend or random foe in a quick paced race to see who can sink the others pirate fleet of five, faster.

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.

“This game really resonates,” said Ralph Hesse, United Toy, Creator and Founder. “It’s quick, fun, easy to play and we keep adding bonus elements that really keep it fresh.”

Players are taking note of this fun, quick to engage game by downloading 25,000 installations in its first month. Even more impressive are aggregated usage statistics measured by Flurry Analytics. Week to week *PirateFleet for Friends* engagement is over 300% higher than other games included in the baseline benchmark.

"*PirateFleet for Friends* is doing an excellent job at driving user engagement," said Peter Farago, Vice President of Marketing at Flurry. "Compared to gaming category averages, consumers use the game 2.6 times more frequently per day."

- Pricing & Availability: *PirateFleet for Friends Lite* is available at no cost, and the premium version is available for \$1.99 on the iTunes Store: <http://itunes.apple.com/app/id415446629>

For additional information about *PirateFleet for Friends* including screenshots, a demo video, and more, please visit <http://www.unitedtoy.com/press>

*About United Toy*

United Toy is a game development company based in Stuttgart Germany. *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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