



FOR IMMEDIATE RELEASE

PIRATE FLEET FOR FRIENDS, THE POPULAR PIRATE THEMED IPHONE GAME, SOARS IN ADVANCE OF SEPTEMBER 19TH

“Talk Like a Pirate Day” tailor made for United Toy

(September 13, 2011, Los Angeles, CA) United Toy, a German upstart dedicated to pirate theme iPhone games is thrilled to announce unprecedented retention statistics as compared to other games during the same time period. *Pirate Fleet for Friends* launched in April, 2011 and has achieved a benchmarked at a rate of more than 1700% the overall iPhone game benchmark for retention. This statistic defined means that players who download *Pirate Fleet for Friends*, keep playing over a period of time at a rate as much as 1700% higher than the rate users abandon other iPhone games.

In fact, get ready, pirates and scallywags alike, because on Monday, September 19, 2011, everyone just might be walking with a bit more of a swagger, changing their Facebook language preference to “Pirate” and challenging fellow landlubbers to a game of *Pirate Fleet for Friends*.”

“Talk Like a Pirate Day”, celebrated on every September 19, was first introduced by syndicated columnist, Dave Barry nine years ago as a playful quip. What once was a goofy idea celebrated by a handful of friends has turned into an international phenomenon led by Mark Summers and John Baur who established the official site and continue to lead the celebration every year. In fact, there are almost 50,000 fans on Facebook and countless other enthusiasts on blogs and fan pages all over the world.

“With our Pirate themed game, fantastic reviews and our inventive user interface”, said Ralph Hesse, Founder and CEO of United Toy. “The 2011 Talk Like a Pirate Day could possibly be one of the biggest days ever for *Pirate Fleet for Friends*”.

Pirate Fleet for Friends is available to download at no cost on iTunes.com. 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.

**Analytics provided by Flurry, 2011.*

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