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UNITED TOYS' PIRATE FLEET FOR FRIENDS GAME REACHES #1

Red Hot iPhone game has #1 ranking on iTunes and hits 17 Million plays

(November 8, 2011, Los Angeles, CA) United Toy, a German upstart dedicated to pirate theme games is thrilled to announce achieving a number one ranking for *Pirate Fleet for Friends* on the iTunes App chart in two categories: Games/Trivia and Games/Board. This game, only launched in April, 2011 has also reached another impressive milestone with seventeen million plays to date.

Pirate Fleet for Friends has already boasted engagement numbers that are twice the industry average at four plays per day and recently introduced "Chat" which allows players of this popular game the ability to communicate in real time while in play. The chat feature has proved to be very popular and well used by *Pirate Fleet for Friends* players worldwide.

"These are terrific milestones that not many games achieve." said Ralph Hesse, United Toy, Creator and Founder. "We are just really happy that iPhone gamers are having so much fun with our game."

And, the accolades continue to roll in. These recent posts have enthusiasts worldwide buzzing about this friendly and entertaining game.

"Simple an' addictive, like th' kid's battleship game an' me grandpappy's rum!"

- Gamezebo.com

"The simple concept is really engaging and brings in a lot of excitement when you play it with your friends."

- iPhonefootprint.com

Pirate Fleet for Friends is available to download on iTunes. 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. Pirate Fleet 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.