

FOR IMMEDIATE RELEASE:

Bubble Gum Interactive announces launch of Little Space Heroes, a new virtual universe for kids

Sydney, Australia, 16th June 2011 - Bubble Gum Interactive, an independent developer of children's virtual worlds, announced today the upcoming launch of Little Space Heroes, a new virtual universe for kids.

In this story-driven online social game players create their own Space Hero and embark on an intergalactic adventure. Featuring character personalisation, solo and team gameplay, quests and community activities, Little Space Heroes offers an age-appropriate and safe environment for kids to explore, make new friends and have fun online. All that is required to play is a computer connected to the internet.

Based on original IP, the game is set in a peaceful galaxy that was disturbed by the dastardly robot Lord Shadowbot! Cursed with a fear of the dark, this robot villain sought out and stole sources of light, from pillaging light globe factories to sapping the energy from happy suns. Arriving at our Heroes galaxy, Lord Shadowbot stole away the Glows, a curious light emitting creature with amazing powers.

Players are charged with teaming up to explore the galaxy and search for clues left by Lord Shadowbot. Progressing through the game they'll complete missions, earn badges, make new friends and unravel the mystery of the missing Glows.

From today, kids may create their own hero at www.littlespaceheroes.com and undertake Hero Training. Through playing fun mini-games, kids will learn to master their Jet Packs, Bubble Blasters and Starjets and delve deeper into the story.

Marketing Director Paul Gray said "Kids and Parents are looking for online games that provide engaging storylines with opportunities for self-expression, creativity and good old fashioned fun. Little Space Heroes will provide a safe and fun experience for kids to discover every day."

Little Space Heroes will be launching a beta program in the coming months with the full version of the game launching in second half of 2011.

About Bubble Gum Interactive

Bubble Gum Interactive is an independent virtual worlds and games studio headquartered in Sydney, Australia. Our mission is to create compelling and engaging gaming experiences with a focus on creativity, quality and entertainment value that help kids discover every day. Our first game, Little Space Heroes is an upcoming virtual universe in which players create their own hero and explore a galaxy full of fun and adventure. Find out more about us at www.bubbleguminteractive.com and follow us at twitter.com/BGIStudio.

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