



**The Hon Andrew Stoner MP**  
**Deputy Premier of NSW**  
**Minister for Trade and Investment**  
**Minister for Regional Infrastructure and Services**

---

**MEDIA RELEASE**

---

Tuesday 21 February 2012

**BUBBLE GUM INTERACTIVE ON DIGITAL GAMES  
GROWTH PATH**

Deputy Premier and Minister for Trade and Investment Andrew Stoner has congratulated Sydney company Bubble Gum Interactive on its success with its online children's game *Little Space Heroes*.

*Little Space Heroes* was only launched in December 2011 but Bubble Gum Interactive reports it is now being played by tens of thousands of children from over 50 countries. NSW Trade & Investment supported development of *Little Space Heroes* through the Interactive Media Fund.

"It's great to see Bubble Gum Interactive gaining good traction in the market with its *Little Space Heroes* virtual universe online game," Mr Stoner said.

"*Little Space Heroes* is a safe multiplayer virtual world for children played over the internet that allows players to create their own Space Hero and embark on an intergalactic adventure.

"The game has received positive reviews and endorsements, and is proving to be very popular.

"Bubble Gum Interactive is exploring further transmedia storytelling, marketing and sales opportunities around *Little Space Heroes*, with plans for mobile game development in 2012."

Based at Milsons Point, Bubble Gum Interactive's Sydney employees have grown from five in January 2011 to 15 currently and the company is anticipating four to five more full-time positions by June 2012 contingent on a successful second round of capital raising to scale operations and continue to commercialise in various global markets.

"I congratulate the company for creating nine new jobs since June 2011," Mr Stoner said.

"Bubble Gum Interactive is also engaging with education and industry, including working with the NSW Department of Education and Macquarie University to teach young people about game design."

Bubble Gum Interactive Executive Producer and Founder Phil Mason said, "The NSW Government's Interactive Media Initiative was a critical funding component in helping us build the foundations for Bubble Gum Interactive. Through their ongoing support we're confident that we'll take *Little Space Heroes* into a full, global entertainment service across multiple platforms."

**MEDIA: Office of the Deputy Premier 9228 5209**