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FunSpot brings “The Walking Dead: Assault” to Asia Pacific. Attack of the flesh eating Zombies

The latest version of the game is based on Robert Kirkman's Eisner Award-winning comic book series

Singapore, 19th February, 2013 – FunSpot, the leading provider of Mobile Social Gaming and Entertainment for emerging markets, announces their partnership with Skybound Asia and being named the exclusive publisher in Asia Pacific for *The Walking Dead: Assault*.

The company has been awarded the game rights to the global sensation by Robert Kirkman and his US-based company, Skybound. The worldwide version of the game is now available on the Apple App Store. The launch coincides with the Asia Pacific airing of the midseason premiere of *The Walking Dead* TV series, based on Kirkman's comic book series and graphic novels, which has become an international monster hit in the region and airs globally in 122 countries.

Skybound selected FunSpot for its strategic location, knowledge, and expertise across emerging markets, as well as the company's strategic partnerships with some of Asia's leading operators.

Robert Kirkman said, *The Walking Dead: Assault* has become a very popular game among fans of the comic books and television show, “We are really excited about the opportunities for this game globally, especially in Asia.”

Shawn Kirkham, Director of Business Development for Skybound, added, “The FunSpot partnership is exciting for us in many ways; FunSpot will not only publish and promote this game, but will work with us to develop a brand new browser-based mobile social game to target our fans across these markets, irrespective of their phone or tablet types. FunSpot's Mobile Social Gaming Network allows us to take advantage of the local knowledge and reach millions of new consumers.”



The game for Apple iOS devices based on Robert Kirkman's record-breaking comic book series and bestselling graphic novels, *The Walking Dead: Assault*, can be downloaded in the Apple App Store beginning on 18th February. Media reviews of the game have been impressive.

Raja Hussain, Founder & CEO of FunSpot says, "We are thrilled to have been given this opportunity to be the official publisher and social gaming platform of choice for Skybound and Skybound Asia's *The Walking Dead: Assault*. The Asian market is huge and diverse and differs from the West. For example, we need to make international content relevant and reachable to local realities such as device capabilities, payment alternatives and distribution partnerships. FunSpot solves these problems and makes mobile gaming entertainment reach everyone. With such a fast growing mobile internet base in Asia, the opportunity for this game is simply enormous."

So what is in store for Asia's gamers? *The Walking Dead: Assault* lets players build a team of survivors from the likes of Rick, Shane, Lori, Carl, Andrea, Glenn, Carol, Michonne and Sophia. Once a team is built, players can then collect supplies, upgrade stats and kill Walkers in various settings pulled from the original comic series. The game features authentic locations from the comic book series all visualized in a 3D art style.

Figgo Fuad, CEO of Skybound Asia says, "We are excited about the opportunities in Asia for *The Walking Dead* brand as well as our upcoming titles. We realized that we have to do things differently to make our game and the brand reach the majority of consumers in this market. The partnership with FunSpot gives us the opportunity to tap into their local social entertainment communities to leverage the interest across these rapid growth markets."

Are you ready for "The Walking Dead: Assault"?

About FunSpot

FunSpot was established in January 2012 and is headquartered in Singapore. An entrepreneurial start to add to its corporate strength the company this year, acquired PixSense USA (a 5 year old Silicon Valley company) with the objective to be the largest and most engaging Mobile Social Gaming Ecosystem. Since its development, FunSpot has become the leading provider of mobile social gaming and entertainment for emerging markets.

FunSpot has representative offices in Chennai, Jakarta, Manila and San Jose CA.
www.FunSpotcorp.com



About Skybound Asia

Skybound Asia was founded in 2011 by Skybound Entertainment in partnership with Figo Fuad and James Lockard of The Moving Images Company. Based in Singapore, Skybound Asia focuses on developing Skybound's titles, including record-breaking series *The Walking Dead*, in Southeast Asia through the development of mobile apps, merchandising and conventions. The establishment of Skybound Asia marked the first time an independent creator established an arm in Southeast Asia.

About Skybound

Skybound is the home of Robert Kirkman's creator-owned work including his Eisner Award-winning comic book series, *The Walking Dead*, long-running *Invincible*, all-ages *Super Dinosaur*, *Thief of Thieves* and *Clone* as well as *Witch Doctor* and *Invincible Universe*. Since its inception, Skybound has created television shows, merchandise and a wide spectrum of platforms, games (*The Walking Dead: Assault* iOS app), and entertainment events (*The Walking Dead* Escape). Skybound's successes include the comic behind the hit Emmy®-winning television show, AMC's *The Walking Dead*, the highest-rated basic cable drama of all time in the U.S, also an international success in 122 countries and 37 languages. AMC is developing *Thief of Thieves* as a potential series. Skybound/Kirkman frequently top the hardcover and paperback bestseller lists. Your destinations for all news and merchandise from Robert Kirkman, *The Walking Dead* and all Skybound titles is www.Skybound.com or www.TheWalkingDead.com