



## **Cellufun Launches Suite of Halloween Inspired Games for Ghost and Goblin-minded Gamers**

*Mobile Virtual World Brings Halloween Celebration to Life with "Hellofun" Experience*

NEW YORK, NY – October 14, 2008 – Cellufun, the community-driven mobile gaming portal, today announced a series of "Hellofun" games and community experiences that allow users to play Halloween-themed games, decorate their homepages, dress up their avatars in costumes, and hand out goodies to others within the community. Whether on a mobile phone or their Facebook page, Cellufun users can now experience Halloween in an interactive game environment where they will be able to collect treats and give out tricks to millions of other people across the world who celebrate the international holiday.

Users will now find a link on their homepage that invites them to "Celebrate Hellofun." Users will then be able to decorate their homepages with Halloween imagery while choosing frightfully clever costumes for their avatars. Members will also be able to compete in both giving and getting tricks and treats, such as candy corn, a candied apple, or a rusty coin. Several Halloween-inspired games will be added as well, which are variations based off of several popular Cellufun games.

The game suite includes a pumpkin patch farming game, a pumpkin carving party game in which you need to recruit people to help you carve, and a pumpkin chucking game with a goal of building siege engines to hurl pumpkins for great distances. Other ghastly member features include the ghost of a long lost pet that might visit you and remind you that you failed to take care of them and a special holiday mobile pet in the form of a black cat!

"Hellofun is designed to extend the entertainment experience for our mobile community of users by providing them with seasonal and topical content of interest that keeps them in touch with other users and helps them stay engaged," said Arthur Goikhman, Cellufun's CEO. "We have established a vibrant and very social community of mobile users that enjoy interacting with one another in fun and easy ways. Our Halloween-inspired games are a means to do just that, and celebrate the fun of trick-or-treating, whether you're at home on your PC or on the road on your mobile phone."

As part of the experience, users can line up at various user homepage “front doors,” and a “these homes are happening” list creates trick-or-treating frenzies at the homepages of the most generous givers. Users must remember to come back home and give out goods as well, or the rumor about their stinginess will quickly spread and they may find only tricks in their bags. Being generous is not all that easy, though, as users must first purchase the treats that they give out using Cellupoints they’ve earned.

Mr. Goikhman added: “The entire concept of Hellofun for Halloween is based on re-creating the actual suspense of trick-or-treating during the holiday. Users want to feel empowered by the ability to give a treat in the form of candy or a trick like a rock. Just like in real life, costumes matter and a poorly dressed avatar might get exactly what’s coming to them.”

Get your tricks and treats now at [wap.cellufun.com](http://wap.cellufun.com) on your mobile phone, or add the Hellofun application to your Facebook page.

### **About Cellufun**

Cellufun is a community-driven mobile gaming portal providing free games that encourage social interaction between players. People from all over the world on all mobile networks access the site in their own language to compete, collaborate, chat and share game hints.

In addition to producing award-winning original games, Cellufun partners with major media companies such as AOL to deliver world-class branded entertainment. It also works with agencies and advertisers to design customized mobile marketing solutions that provide an unprecedented level of brand interaction and immersion.

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