



## Other Ocean Establishes iPhone Division to Develop Games for Apple App Store

*Makers of Super Monkey Ball™ Focus on More Titles for iPhone and iPod touch*

### ***For immediate release***

CHARLOTTETOWN, PEI, CANADA – July 15, 2008 - Other Ocean Interactive, the developers of Super Monkey Ball™ - one of the most popular downloads from the Apple App Store - today announced a specialized iPhone division will be created at its studio in Prince Edward Island, Canada.

"Our experience working with Apple's SDK has been extremely positive and the iPhone, with its accelerometer, opens up exciting opportunities for game development on this platform," explained Gordon Wood, Other Ocean's technical director and senior programmer. "The iPhone platform has generated a lot of attention and people are excited for the opportunities that lie ahead."

Mr. Wood will head the technical elements of Other Ocean's new iPhone division whilst Chris Sharpley, senior artist on Super Monkey Ball, will lead the division's art and design department.

Other Ocean worked alongside SEGA® of America to develop the Super Monkey Ball game.

"Choosing Other Ocean as our development partner to bring Super Monkey Ball to the iPhone was absolutely the right decision," said David Cobb, Sega's Vice President of Product Development. "Other Ocean's dedicated and talented team has established itself as an industry leader on this new platform."

Super Monkey Ball is available for \$9.99 from Apple's App Store on iPhone and iPod touch or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/).

### **About Other Ocean Interactive**

Based in Charlottetown, Prince Edward Island, Canada, Other Ocean Interactive was founded in 2006 and develops for all platforms. The studio has a dedicated iPhone division and is developing both games and enterprise software. Other Ocean – with its sister company Sculpin QA - currently employs more than 50 talented people. For more information, please visit: [www.otherocean.com](http://www.otherocean.com)

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