

PRESS RELEASE

Date: For Immediate Release

Break The BA Strike In A Brand New Viral Game

Screenshots of the game are available on request

The leading UK based games design and development team at T-Enterprise is proud to announce the release of a brand new viral game. It is available to play online for free as of today and features one of today's most hotly covered news stories. As with all of the previous free FAB viral games that have been released, the viral is of an extremely high quality and provides you with a seamless online gaming experience that is a little different from those most players are used to. As it is a T-Enterprise game, you can expect a little fun too. This week's game features an old character – Wee Willie Walsh – trying to make sure that British Airways flights take off on time in the wake of the contentious strike that will leave many passengers grounded.

Wee Willie Walsh 2: "Willie Strikes Back" features an old favourite, as the name suggests. Willie Walsh of BA first appeared in a T-Enterprise game back in 2008. *Terminal Panic* focused on the baggage scandal that occurred in Heathrow's Terminal 5, but this time he faces a much sterner test as he tries to get his planes off the ground in the wake of the strike that has been called by the union that represents BA cabin crew. In the game, you must make sure that Walsh gets to the plane before it takes off whilst collecting as many items for the plane along the way.

The format of this game is unique in that you have to guide him by taking advantage of an ingenious new tool. Instead of navigating through the terminal, you have to draw a line using the tool and that line will be the path that Wee Willie Walsh follows. You are only given 5 seconds before Willie starts running so make sure you get that line draw quickly. You can build up a good score by having Willie pick up items along his path but remember your time taken is also a factor in your overall score. The more you pick up, the more points you accrue. There are four stages you need to get to the end of before the plane is ready for take-off so make sure you collect as many items as you can.

This is the latest in a long line of free viral games released by T-Enterprise and can be found at <http://www.weewilliewalsh.co.uk>.

Sadia Chishti, T-Enterprise's Managing Director, is more than happy to see the return of Wee Willie Walsh.

"Of all of the characters that the UK based games design and development team have created, I have to say that Willie is my favourite! I loved the last game so when the strike was announced we immediately saw it as the perfect opportunity to break him out again.

"As someone that likes to travel, I have much the same opinion of this strike as most of the public. I personally do not see the need for it given the level of salaries BA cabin crew are

offered and the need to cut costs to prevent fuel prices putting the fares up too much. Although the cabin crew are not doing themselves any favours, they have done us one. Welcome back Willie!”

Created within 24 hours, the game is now available online and completely free to play.

T-Enterprise employs six people and works with businesses in a range of industries across the UK.

The company sends out free topical viral games every week, based on events in the news.

In 2008 T-Enterprise created the first Wee Willie Walsh game – Terminal Panic – which has generated 5.3 million hits worldwide within a week of its release.

You can sign up to receive news and links to the latest free game releases at www.t-enterprise.co.uk/corporate-technology/fabnewsletter.aspx.

ENDS

NOTES TO EDITORS

- For any further information, please contact Zarrar Chishti on 0141 771 9888 or email zarrar@t-enterprise.co.uk
- A company fact file and images are available at www.t-enterprise.co.uk/press
- Screen shots are available