

PRESS RELEASE

Date: For Immediate Release

New Viral Game Pits Susan Boyle Against The Paparazzi

Screenshots of the game are available on request

A brand new and unique viral game has been released by a leading Glasgow based games design and development based on the meteoric rise to fame of Susan Boyle and her very public breakdown. Already heavily featured in the press, the pressure was beginning to show for *Britain's Got Talent's* new superstar this week when she repeatedly swore at a journalist in a North London hotel. Now you get the chance to protect her from the paparazzi.

Boyle's Breakdown draws directly on the incident in the Wembley Plaza Hotel, in which she swore at a journalist and acted completely out of character. Unable to make it through the hotel lobby because of the paparazzi presence, she has to jump from cloud to cloud without falling or else face the wrath of the press... and all with "I Dreamed A Dream" in the background!

You control Susan Boyle and keep her on the clouds for as long as possible. Just make sure that you do not fall off because you risk brawling with the press and making headlines for all the wrong reasons.

This is the latest free viral game released by Glasgow based T-Enterprise and can be found at <http://www.t-enterprise.co.uk/boylebreakdown>.

Sadia Chishti, the Managing Director of T-Enterprise, is just as fascinated with the rise of Susan Boyle as everyone else and supports Scotland's new star.

"With supporters all over the world as well as famous fans like Demi Moore and Ashton Kutcher, it was inevitable that Susan Boyle was going to get followed by the paparazzi sooner rather than later."

She added, "With the pressure on her, everyone's wondering whether or not she will crack on Saturday's final but this game has been made in support of Susan given just how far she has come from the quiet life she has been used to."

This free game can be played by using the keyboard controls to move Susan Boyle from cloud to cloud by going from left to right.

You can accumulate points for every cloud that Susan jumps onto. The longer you keep her in the air, the more points you earn. However, if Susan Boyle falls to the ground, she is left at the mercy of the paparazzi and your game is over.

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

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

One of the most recent featured Katie Price trying to limit her soon-to-be ex-husband Peter Andre's TV time by smashing television sets in an electrical goods store window.

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