

PRESS RELEASE

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Battle for Downing Street in 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 availability of a brand new viral game that puts a new twist on an old favourite. Available to play online, it is designed with the forthcoming General Election 2010 in mind. The game features Gordon Brown, David Cameron and Nick Clegg battling it out to be prime minister in *Downing Street Fighter*.

Downing Street Fighter is based on the classic favourite, *Street Fighter*. It is actually the third game in a series of games for Election 2010. Much like the original *Street Fighter*, you literally have to fight a series of enemies one after the other until you ultimately triumph as the winner. T-Enterprise has stayed true to the original *Street Fighter* game as far as possible so not only is the style similar, but there is a choice of characters and scenes to fight in. Each character has a different special move for you to use and there are also bonus levels. If you want to triumph though, you will need to get past the big boss character - the Blair Witch. A cross between Margaret Thatcher and Tony Blair, there has never been anything quite so frightening on the British political scene.

The reason why T-Enterprise built this game was to attempt to generate interest in the General Elections at a time when political apathy is at an all time high and the country is seriously struggling to regain some sort of equilibrium. This election is one of the most important in recent history so we decided to do our bit to raise awareness via what we do best – by building fun games. As stated previously, *Downing Street Fighter* is completely unbiased as the three main characters are balanced in terms of their abilities so you simply have to choose the one you want to win. It is therefore only a political tool as far as its use to promote the election is concerned rather than favouring any particular party.

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

Sadia Chishti, T-Enterprise's Managing Director, is proud to be a part of the Election 2010 games campaign to raise awareness about politics:

“Not to rely on too many clichés but I have always voted in elections for as long as I have been eligible because I think it is important to have a say in this country's political future. Understandably though, people are disillusioned with the political system and that cannot be good for the state of democracy in the UK. We wanted to do our bit to help raise awareness and encourage people to get involved in the election process, so we decided to do what we do best to help!

“The main market for this game is the younger generation, those who are most indifferent when it comes to politics, but the beauty of the game lies in the fact that it will appeal to everyone that remembers the classic that was *Street Fighter*. Hopefully it will get more people involved in the political process this year.”

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.

One of the last viral games featured the BA strike. Called *Wee Willie Walsh In “Strike Breaker”*, players were required to make sure that the planes took off on time despite the strike.

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.

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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