

PRESS RELEASE

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Save The Children From Grandpa Elton John In Brand New Viral Game

Screenshots of the game are available on request

Leading UK based games design and development company, T-Enterprise, has earned a strong reputation for its release of brand new and high quality FAB games every week. The individual games have attracted millions of players from all over the world, primarily because they deal with topical issues that are readily in the news and already of interest to people. However, the topic of this week's viral game has attracted more opinion than most in recent weeks and that is the attempt to adopt a child that has recently been made by 62 year old Elton John. Turned down for being too old and unmarried, Elton John is the latest celebrity to try to adopt a child from overseas but has not been as successful as Angelina Jolie and Madonna.

Baby On The Run features Elton John's Ukrainian baby trying desperately to get away from the 62 year old music star. Old enough to be the child's granddad and used to getting what he wants, Elton is not going to give up that easily and has his people chasing the poor child. After deciding that he does not want to be adopted, the child has to reach the safety of the Ukrainian Embassy by avoiding all of the Elton wannabes trying to capture him along the way. Only by helping the little one to reach his destination can you win the game.

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

Sadia Chishti, T-Enterprise's Managing Director, had seen the news regarding the adoption and believed that there would be strong opinions aired about it for some time to come.

"As a mother myself, I know how much joy a child can bring into any household and can understand why anyone would like children, whether naturally theirs or otherwise. It never fails to amaze me though the lengths that celebrities will go to in order to adopt a child or how much they believe the laws do not apply to them

"First there was Madonna not adhering to residential laws before adopting Mercy and now Elton John, at the age of 62, believes that there is no reason why he should not adopt because he wants to and has money. Bringing up a child is not easy, especially as he is old enough to be the grandpa. Money should not be able to buy love so why should it be able to buy adoption?"

Created within 24 hours after the story broke, the game is now online and completely free to play. All you have to do is protect the baby and make sure that he gets to the Embassy without being captured. You have a toy gun to use and that will envelop the wannabes in a bubble when you shoot them. To make sure that the baby has a clear path ahead of him, the bubble will float away taking the unlucky wannabe with it! The game only comes to an end

when the baby is captured or arrives at his destination. Along the way, though, you can earn power ups and bonuses to help boost his chances and your score.

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.

Last week's game featured Barack Obama being pelted with paper aeroplanes after his speech to children about their education.

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