

date – for immediate release

You're fired... Sir Alan Sugar sets final task in online game

As the nation holds out for the anticipated final of The Apprentice, the public has a chance to be tested by Sir Alan Sugar thanks to a Scottish software development firm.

[T-Enterprise](http://www.t-enterprise.co.uk/eaudesugar) in Glasgow has launched a fun, simple game called "Eau de Sugar" that anyone can play free online at <http://www.t-enterprise.co.uk/eaudesugar>

In the game, Sir Alan is launching a brand new fragrance and players have just 60 seconds to design the complete packaging.

If you don't finish the game in time, you guessed it; you will be fired!

But for the exhausted finalists, it will be their most daunting task to date on Wednesday night. In just one week, they must create a new and original male fragrance, which they will then launch to an audience of 100 industry experts, including top names such as Givenchy, Roja Dove and Estee Lauder.

T-Enterprise's MD Sadia Chishti said: "The Apprentice just gets bigger and better every time and we thought it would be fun for Sir Alan to put the public to the test prior to the final."

Players can select the finalist of their choice to design the packaging by clicking on their photographs.

And once players have created their own Alan Sugar fragrance box T-Enterprise will put the top 10 designs on the homepage of its website so users can rate the designs.

Sadia added: "The stakes are painfully high for the finalists with the big prize of working for Sir Alan now tantalisingly within their sight.

"It will be interesting to see if Lee, Helene, Alex or Claire will win Sir Alan's testing online task."

T-Enterprise is a bespoke software and game development business based in Glasgow. It employs six people and works with businesses across the UK.

Recently it captured national headlines with the launch of a game where players help a Heather Mills character collect her £24m divorce settlement by throwing water around a courtroom.

NOTES TO EDITORS

- For any further information please contact Lucy Gardiner on 08452 303049 or email press@publicityheaven.com
- A company factfile and images are available at www.t-enterprise.co.uk/press
- Screen shots are available