

PRESS RELEASE

Date: For Immediate Release

UK Succumbs To Murdoch's Tory Brainwashing In Brand New Viral Game

Screenshots of the game are available on request

T-Enterprise, the top games design and development company in the UK, has proved itself to be the leading provider of viral games over the last few years as a result of the free viral games that are regularly released. All of the games actually focus on a specific topic or newsworthy issue that has been covered in the media and are well received by millions of players worldwide. This week's game is based around the story that *The Sun* newspaper has switched its allegiance from the Labour Party to the Conservative Party for the coming British general election, which will take place within the next year. *The Sun* has strongly fought for the Labour government in recent years but the fact that it has turned its back on Gordon Brown and his party has caused quite a storm.

Murdoch's Mind Control features Rupert Murdoch, the owner of the News International Group that owns and publishes *The Sun*. Murdoch is floating around in space, bombarding the UK with wave after wave of propaganda via his very own satellite. The waves are designed to brainwash the people and turn them Tory ahead of the election. You are the only one that can stand in his way. Orbiting the Earth, you have to protect the free will of the people by shooting the waves, trying to disrupt the propaganda in the process. The game comes to an end when you can no longer fight off Murdoch and he manages to convince the entire country to vote Tory.

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/murdochmindcontrol>.

Sadia Chishti, T-Enterprise's Managing Director, has been amazed about how big a news story *The Sun's* defection has become.

"*The Sun* has always been a Labour paper, or at least as long as I can remember it anyway so it has come as quite a shock that it has announced that it will be backing the Conservatives in the coming election campaign. However, maybe we shouldn't be as surprised as we are given the empty promises that the government keeps making about issues like anti-social behaviour, crime and the recession... issues that affect us all and yet those that nothing ever seems to be done about.

"Labour used to be the party for the people but they have appeared to care more about themselves in recent years so it will be interesting to see the ongoing battle between the party of the people and the newspaper of the people. I know which one I think will win that battle!"

Created within just a few hours of the news story breaking, the game is now available online and costs nothing to play. Simply use mouse to move your disrupter gun aim around the screen as and when necessary. Shoot at the waves of propaganda that head your way via a

click whenever your aim is lined up correctly. You have to keep Murdoch at bay for as long as you can. The longer you protect the country, the higher your score will be.

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 Gordon Brown running the presidential motorcade to try to make it to the White House following the infamous meeting request snub by Barack Obama.

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