

PRESS RELEASE

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Obama's Snub Has Brown On The Run 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 established itself as the leading provider of viral games in recent months as a result of the free FAB viral games that have been released of late. Focusing on a specific topical news issue, the games have been played by individuals all over the world, attracting millions week in and week out. As such, they have created a new viral game that is based on the rumour that British Prime Minister Gordon Brown's request for a meeting has been snubbed by American President Barack Obama. Amid rumours that the special relationship is floundering, this game will inject a little fun into the story and entertain those that wish to play it.

Brown's White House Run features Gordon Brown reacting to the news that he would not be granted a meeting with Barack Obama by running towards the White House himself. However, in order to reach 1600 Pennsylvania Avenue Brown will have to avoid the motorcade that stands in his way. Only by dodging the cars and leaping over them will he be able to collect the DVDs that Obama has given him as a gift. If you manage to get him there in one piece, 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/brownobama>.

Sadia Chishti, T-Enterprise's Managing Director, was amazed at how big the story about Obama avoiding a meeting with Brown had become in a short period of time.

"It has been documented before that Obama only agrees to meetings with Brown when it suits him, and why not? He's the most powerful man in the world and has plenty of things to deal with. It did make me laugh though that the "special relationship" was under threat just because Brown could not open the right doors.

"Given how he assumed power anyway it must really annoy him that he cannot get the same doors open to him that former Prime Minister Tony Blair did. I would have loved to have seen his face. We imagined Mr Brown's reaction to it all and that is where the game came from!"

Created within 24 hours of the news story breaking, the game is now available online and completely free to play. All you have to do is use the up arrow key on the keyboard to direct Brown to make him jump to avoid the cars. If you cannot avoid them then he will get squashed and you will lose the game.

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 Elton John's potential adopted baby trying to escape his clutches by running away. The idea was to help him do so by using a bubble gun to make those after the little one float away before they got to him.

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