

PRESS RELEASE

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## **Save Penguins From Zombie Sharks In New Viral Game, *Sharks Of The Dead***

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### **Screenshots of the game are available on request**

T-Enterprise, the Glasgow based games design and development company that has become renowned for its free weekly viral games, is pleased to announce the release of a brand new viral based on an incredibly serious and quite distressing issue in the news. Having heard about the danger posed to a colony of penguins in Australia, of which nine have already been killed by what are thought to be dogs and foxes, T-Enterprise felt the need to do its bit and highlight the issue.

*Sharks Of The Dead: Penguin Massacre* features the Fairy Penguins in the Sydney-based Australian colony that are coming under attack by predators and it is your job to save them. You are the snipers that have been employed to protect the penguins at all costs. Instead of dogs though, the predators are vicious sharks that will steal away with the penguins if given the chance. The idea is not to let them get close enough so you can save the penguins from certain extinction.

The game sees huge zombie sharks emerging from the bushes under the Sydney Harbour Bridge and advancing on the small and cute penguins. You have to shoot the sharks to keep them from getting close enough to pick up a penguin. With 10 bullets per round, just keep shooting and reloading because you are the last remaining hope for these penguins. Without you, they will soon be extinct!

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/flashgame/playgame\\_new.aspx?id=sharks](http://www.t-enterprise.co.uk/flashgame/playgame_new.aspx?id=sharks)

T-Enterprise's Managing Director Sadia Chishti was incredibly pleased with this game and proud of the message behind it when asked to comment.

"The T-Enterprise team was highly concerned when we heard about the plight of the penguins in Australia and were rather shocked to hear about the drastic action the authorities were taking to protect them. Still, installing snipers to watch them must have been a last resort so we decided to raise awareness the only way we know how."

Chishti also explained the format of the game: "Although we know sharks don't pose a threat to these penguins, we wanted to inject a little fun into the game in addition to the serious message. After all, a more playable and appealing game will get the message about the plight of the fairy penguins through to people who do not know about the story and that is the overall goal."

The game is completely free to play. All you have to do is log on, enter your name and start shooting. Just use the mouse to move the aim of your gun and shoot using the mouse buttons.

After you have fired 10 times, you will need to reload using the space button. Just make sure that you hit the target because you only have five penguins to protect. Lose all five and your game is over.

In order to get this message out as quickly as possible, T-Enterprise read the story and made this game to spread the word about the penguins within 24 hours. They have also added a link for players to spread the word and send it to friends or embed it in other websites in the hope that it will make a difference.

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 Stephen Fry throwing dictionaries to avoid the police after his very public admission that he had downloaded illegally.

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](http://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 771 988 or email [zarrar@t-enterprise.co.uk](mailto:zarrar@t-enterprise.co.uk)
- A company fact file and images are available at [www.t-enterprise.co.uk/press](http://www.t-enterprise.co.uk/press)
- Screen shots are available