

CONTACT:  
William Bakhos  
Game Creative Pty Ltd  
p: +61 2 9555 8071  
f: +61 2 9555 6271  
[wbakhos@gamecreative.com.au](mailto:wbakhos@gamecreative.com.au)



## FOR IMMEDIATE RELEASE

### THUMB DOCTOR GAMES OFFERS FREE PROFILED MOBILE ADVERTISING

*Thumb Doctor Games, an independent ad-funded mobile gaming network, is giving advertisers the chance to try out their profiled mobile advertising service at no cost.*

**Sydney, Australia, November 12, 2008** – Thumb Doctor Games, a wholly owned independent mobile gaming network, has announced that for the remainder of 2008, it will be giving mobile advertisers the opportunity to advertise on its mobile gaming network for free.

Thumb Doctor Games is a fully ad funded mobile gaming network that includes live score boards and regular gaming tournaments pitting gamers up against each other for bragging rights and prizes. Thumb Doctor Games not only distributes games but also creates them, building the titles specifically for the network.

Advertisers are given pre and post game full screen advertisements and are able to target gamers based on their age, gender and location using its exclusive user profiling technology, enabling the live streaming of appropriate and contextual advertisements. William Bakhos, Managing Director of parent company Game Creative, says that this profiling is what sets them apart: "Using Thumb Doctor Games, an advertiser targeting WAP users no longer needs to assume demographic details of the user, as our players are profiled and targeted accordingly. The technology has been built with growth in mind, paving way for even more direct profiling. Anything from a user's favourite drink to their favourite genre of music can be targeted".

"The foundations and core technology is now available and it's an exciting prospect given how mobile advertising is growing. Of course there is plenty more to do and we will be working hard to improve the service for both advertisers and our users with more games, iPhone and smart-phone apps, greater phone compatibility, plus further development of the advertiser interface." said Bakhos.

The previous 2 months have seen over 110,000 downloads of its titles topping 150,000 unique plays. Thumb Doctor Games works to increase the involvement of players resulting in not only a loyal gamer base, but also a field of knowledge about its gamers. The use of game tournaments, high score boards and playing incentives has lead to more repeat game plays and a higher association with the Thumb Doctor brand.

Thumb Doctor Games will, for the remainder of the year, be giving advertisers the chance to use the network free of charge to the value of \$1000, with any paying advertisers retaining priority. Bakhos stated that "the aim is to increase awareness and position the network as an effective mobile advertising tool by encouraging advertisers to use the service. We can confidently guarantee a CTR of over 5% and so far many advertisers have consistently seen rates well above that".

#### **About Thumb Doctor Games**

Launched in July 2008, Thumb Doctor Games is a fully ad funded mobile gaming network run and fully owned by independent in-game advertising company, Game Creative. Thumb Doctor Games specialises in the creation and distribution of fun and addictive mobile games, with live score boards and gaming tournaments part of the user experience. All games incorporate an exclusive profiled ad-serving technology enabling WAP advertisers to target their audience on both a demographic and geographic level. For more information visit [www.thumbdoctorgames.com](http://www.thumbdoctorgames.com)

#### **About Game Creative**

An independent in-game advertising company based in Sydney, Australia, Game Creative provides a rounded approach to in-game advertising with services varying from mobile and online advergaming creation, dynamic and static core and casual in game advertising services as well as media planning and strategy. For more information visit [www.gamecreative.com.au](http://www.gamecreative.com.au)