



Tickle Tap Apps

Tickle Tap Apps Celebrates Parents' Choice Awards Success With Free App!

TORONTO, ON (29 June, 2010) – Tickle Tap Apps developer zinc Roe is the proud recipient of three Parents' Choice Awards in the highly competitive Mobile Apps category. Sound Shaker and Sort Slider both earned Gold Awards for highest quality apps while Count Caddy was recognized with Silver Honors for excellence. These popular apps are educational iPhone games preschoolers love and parents can feel good about.

To celebrate the awards, zinc Roe will be giving away Bug Builder, the newest app in the Tickle Tap series, **for free!** Visit the iTunes App Store on **Saturday, July 3 or Sunday, July 4** and type "Bug Builder" into the search to download your free app.

The venerable Parents' Choice Foundation has been reviewing and recommending quality children's media for more than three decades. This year it was inundated with entries for its new Mobile Apps category. Apps were judged based on overall ratings for how each app amused and offered new ways to learn. The judges describe Tickle Tap Apps as "a charming introduction to learning anytime and anywhere."

"zinc Roe design offers a suite of bright and colorful apps for the youngest users," says the Parents' Choice Awards review of our apps. "With its welcoming continuity of voice and characters, this age-appropriate playful prologue is deliciously intriguing to those eager to learn."

Tickle Tap Apps are attractive, simple games that help kids learn about numbers, shapes and patterns. The apps are developed by child gaming experts, vetted by educational researchers and tested by kids. These portable games help transform trips, line-ups and car rides into fun, educational experiences for young children. Visit the Tickle Tap Apps website to view video demonstrations of our apps, download screenshots and access additional resources.

Pricing and Availability:

All three of our award-winning apps are available on the iTunes App store for \$1.99 each. Or download them together as part of the Tickle Tap Toddler Pack: five Tickle Tap Apps for the great low price of \$4.99!

Device Requirements:

- iPhone or iPod Touch
- OS 3.0 or higher

Learn more:

Tickle Tap Apps: www.TickleTapApps.com

Parents' Choice: www.Parents-Choice.org

zinc Roe (www.zincRoe.com) is an Emmy Award-winning, independent studio specializing in creating engaging websites, games and activities for kids and youth. Our clients include Family Channel, National Geographic Kids, Noggin, Scholastic, TVOKids and the Vancouver 2010 Olympics. We are an enthusiastic team with a strong network of illustrators, musicians, writers and content experts who all love working with kids, and we spend a great deal of time, care and attention researching, designing, developing and testing our apps.

Copyright 2010 zinc Roe. All Rights Reserved. Apple, the Apple logo, iPod and iPhone, are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

-30-

Media Contact:

Jason Krogh, zinc Roe Design: jkrogh@zincroe.com 1.416.703.6459 Twitter.com/JasonKrogh