



Tickle Tap Apps

Parents save with the Tickle Tap Toddler Pack

TORONTO, ON (29 March 2010) – zinc Roe announces the launch of the Tickle Tap Toddler Pack for the iPhone and iPod Touch. The Tickle Tap Toddler Pack bundles five of the company's popular iPhone games for preschoolers into a single app. At 50% off the price if all five games were purchased separately, it provides excellent value for parents and hours of quality gameplay for kids.

"Tickle Tap Apps are games that kids love and parents feel good about," says Jason Krogh, founder and director of zinc Roe. "Parents really appreciate the option of having all five of these games in a single app at a great price."

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.

Today's launch kicks off a month of Tickle Tap App sales: every Friday in April, one featured Tickle Tap App will be on sale on the iTunes App Store for just \$0.99.

The Tickle Tap Toddler Pack includes:

Sound Shaker: The hilarious and award-winning sound making game.

Field Flier: Toddlers explore a day in the life of Robin the bird in this imaginative app.

Count Caddy: Jinja the cat, Robin the bird and Harvey the dog make counting rewarding!

Sort Slider: A mesmerizing shape matching game with surprise cameos by Harvey the dog.

Pattern Painter: Preschoolers learn and draw shapes at their own pace with this puzzler.

Praise for Tickle Tap Apps:

"Simple and fun, with a different educational element in each game. . . these apps make short work of long lines and car rides." *Playgrounder* blog

"What stands out about these mini games are their simple and elegant creative direction. The uncomplicated, yet powerful design allows young preschool-aged kids to feel in total control and not get bogged down with too many options." *Playground Dad* blog

"It proved a great mini distraction and a good, age-appropriate intro into the portable gaming world." *Today's Parent*

Visit the Tickle Tap Apps website at www.TickleTapApps.com to view video demonstrations of our apps, download screenshots and access additional resources.

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.

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