

Press Release

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INDEPENDENT SCOTTISH STUDIO NOMINATED FOR PRESTIGIOUS INTERNATIONAL GAME AWARD

Lucky Frame, a small studio based in Leith, has been nominated as a finalist for the prestigious Independent Games Festival Award for their recently released music game Pugs Luv Beats for iPhone and iPad.

Pugs Luv Beats is a groundbreaking game which focuses on musical creativity, by letting players guide lovable pugs around a galaxy of worlds, creating an endless variety of music and sounds. It offers a refreshing change from karaoke-style music games currently on the market - playing the game will create original music, different for every user. It is only fitting that Lucky Frame is one of only five nominees in the "Excellence in Audio" category.

The Independent Games Festival (IGF) is an annual gathering of the most influential indie game developers, taking place as part of the Game Developers Conference, the world's largest and longest-running professionals-only game industry event. As a finalist, Lucky Frame has been invited to the conference where they will present Pugs Luv Beats and attend the award ceremony on 7 March 2012 in San Francisco, and are in the running for a \$3000 prize.

The IGF judges said "This one took me by surprise. It's super charming and the music integration into the gameplay is really creative."

Yann Seznec, founder and director of Lucky Frame, says "We are ecstatic to be finalists in the IGF Awards. There were over 500 games submitted, and we are honored and proud to be a part of such an elite group of developers from around the world."

Pugs Luv Beats has been garnering rave reviews since it was released in December 2011, with critics calling it "2011's most adorable and best sounding game", "unique, adorable, a mesmerizing experience", and "the strangest game on iOS". It is the first in a series of music games produced with support from Channel 4 and Creative Scotland.

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For more information, please contact Yann Seznec at info@luckyframe.co.uk or call 0131.554.6412.

For images and videos of Pugs Luv Beats, please visit

<http://www.luckyframe.co.uk/pugsluvbeats>

For information regarding the Independent Games Festival Awards and the Game Developers Conference please visit:

<http://www.igf.com/>

<http://www.gdconf.com/>

NOTES TO EDITORS

About Lucky Frame

Lucky Frame is a small studio based in Edinburgh, Scotland, focusing on creating innovative and quirky musical interfaces ranging from games to websites to performance systems. Founded in 2008 by artist, musician, and entrepreneur Yann Seznec, Lucky Frame has been featured in media outlets worldwide, from the New York Times to The Independent as well as on major blogs such as Engadget and Joystiq, and on television, including an appearance on BBC's Dragons' Den. Previous work includes the critically acclaimed Mujik for iPhone, a musical pig sty (the "Styharp") for Matthew Herbert's current One Pig Live world tour, the Wii Loop Machine, Festipods for the Edinburgh Festivals, and much more.

Pugs Luv Beats was produced with investment from Channel 4 and Creative Scotland, which was secured in early 2011. This investment allowed Lucky Frame to grow to three full time employees and concentrate fully on developing original IP.

More information about Lucky Frame can be found at www.luckyframe.co.uk.

