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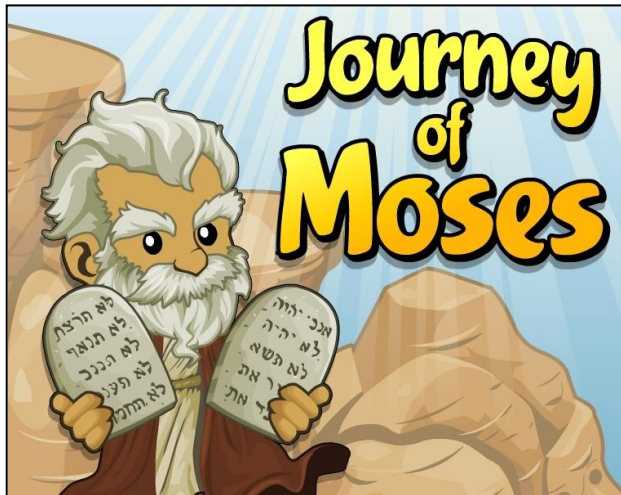
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FOR IMMEDIATE RELEASE

First Biblically-Based Facebook Game Takes Players on Journey of Moses:

Hexify's game transforms well-known story to adventure quest

MOUNTAIN VIEW, Calif., Aug. 16, 2011 –Incorporating high production quality, music, graphics, effects and the newest Facebook social features while telling the story of a very important historical figure, [Hexify](#), has developed a new game, [Journey of Moses](#), to meet a void in the market for a biblically based game. To play the game, visit: http://apps.facebook.com/journeyofmoses/?ref=bpr_aam.



“Weaving throughout ancient Egypt and the Middle East, the [Journey of Moses](#) is a fun, immersive adventure game, complete with complex characters, engaging quests, puzzles and mysteries,” said Brent Dusing, CEO of Hexify. “Whether you already play social games or you are interested in the story of Moses, we believe we have created a game that everyone can enjoy.”

Players will experience the many twists and turns as they explore milestones in the life of Moses - from growing up in the king's house as an Egyptian to his exile in

the wilderness. Then, after an encounter at the burning bush, Moses' life is changed and he eventually leads the Israelites out of Pharaoh's rule.

“We were careful to adhere to the accounts in the Bible and the overarching spirit of the story, even vetting certain aspects with theological leaders,” said Dusing.

Journey of Moses, like many other social games, provides a forum for community, entertainment and gaming with friends. The game is free to play, though as with other Facebook games, players can purchase goods along the way to help enhance their experience.

“With web-based games played on social networks drawing nearly half a billion people worldwide, we felt it was time for a biblically based game that showcases one of the greatest adventures of all time,” Dusing said.

Out of a passion for games, Dusing and Chief Technical Officer Preston Tollinger started Hexify, Inc. in 2010. Already well-known within Silicon Valley, Tollinger and

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Dusing quickly built a brand and credibility among the social gaming industry, The Journey of Moses is Hexify's third Facebook adventure game.

Located in Mountain View, Calif., Hexify has compiled a world-class team that is focused on building highly engaging games. For more information, visit <http://www.alrcnewskitchen.com/hexify>.