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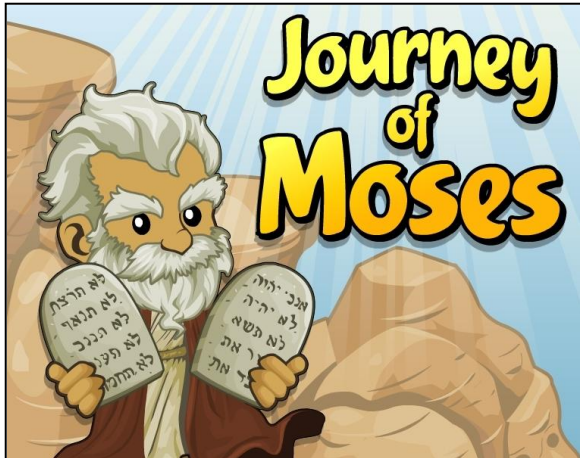
FOR IMMEDIATE RELEASE

Hexify Launches First Biblically-Based Facebook Game in Spanish

Journey of Moses transforms well-known story to adventure quest

MOUNTAIN VIEW, Calif., Sept. 29, 2011 – Now in Spanish, Hexify's Journey of Moses tells the story of a very important historical figure, while incorporating high-production quality music, graphics, effects and the newest Facebook social features. The game, which is quickly approaching 1 million users, now offers Spanish speakers across the world an opportunity to play the game in their native language.

"Weaving throughout ancient Egypt and the Middle East, the Journey of Moses is a fun, immersive adventure game, complete with complex characters, intense quests, puzzles and mysteries," said Brent Dusing, CEO of Hexify. "Whether one is already playing social games or is interested in the story of Moses, we believe we have created a game that everyone can enjoy."



Any Facebook user who has their language setting on Spanish will now have the option to play Journey of Moses in Spanish.

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 with a burning bush, Moses' life is changed and he eventually leads the Israelites out of Pharaoh's rule.

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 300 million people worldwide, it is time for a biblically based game that showcases one of wildest adventures of all time," Dusing said.

First Biblically Based Facebook Game Takes Players on Journey of Moses, page 2

Out of a passion for games, Dusing and Chief Technical Officer Preston Tollinger started Hexify, Inc. in 2010. Already well-known within Silcone Valley, Tollinger and 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.hexify.com>. To play the game visit: http://apps.facebook.com/journeyofmoses/?ref=bpr_aar.

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EDITOR'S NOTE: For additional information, visit the online newsroom at <http://www.alrcnewskitchen.com/journeyofmoses>.