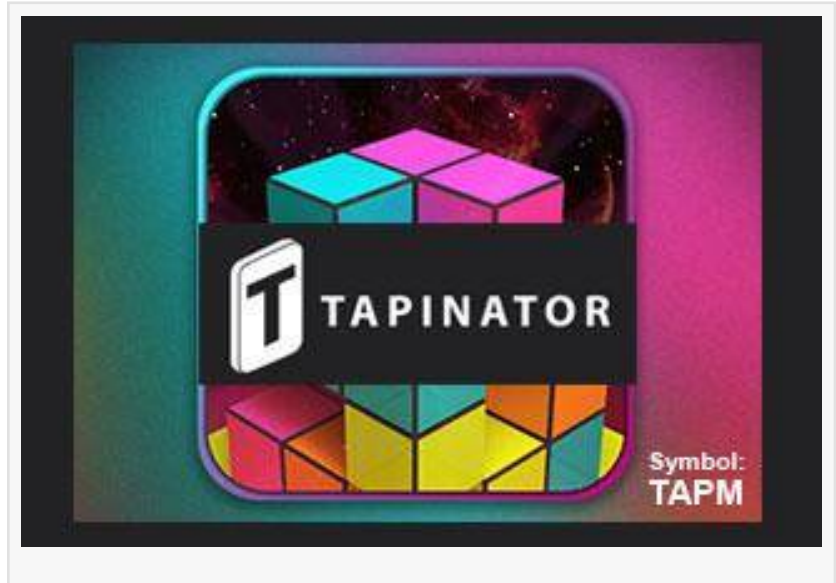


“KING OF THE HIGHWIRE” NIK WALLEENDA RELEASES LICENSED MOBILE GAME

“Skybalance by Nik Wallenda” Puts The World-Renowned Tightrope Artist’s Fate In Players’ Hands Alongside the Live Discovery Channel Event

NEW YORK, NY, USA, October 31, 2014 /EINPresswire.com/ -- NEW YORK, NY (October 31, 2014) – Today, less than 72 hours before his death-defying, two-part highwire walk over downtown Chicago, legendary tightrope artist [Nik Wallenda](#) announces the release of [SkyBalance](#) by Nik Wallenda, the officially licensed mobile game for iOS, Android and Amazon commemorating Sunday’s live Discovery Channel event. A collaboration



between mobile gaming companies [Tapinator](#), Inc. (OTC: TAPM) and HyperPower Game Group™, the “endless-level” challenge asks players to battle birds, wind gusts, helicopters and finger-tapping fatigue to keep Nik’s digital avatar in-the-zone and standing strong as long as possible. In fact, the only limit to players’ high scores is the number of seconds they are able to stay balanced.

Download SkyBalance by Nik Wallenda by visiting bit.ly/SkyBalanceGame.

“SkyBalance is an addictively-fun way for people around the world to be a part of my historic Chicago tightrope walk,” said Nik Wallenda. “I’m looking forward to seeing if there are any master players out there who can stay balanced on the virtual wire as long as I’m on the highwire this Sunday!”

Part of an emerging category of games made popular by the runaway success of Flappy Bird, SkyBalance by Nik Wallenda answers a growing consumer demand for “quick fix” games that require minimal commitment from players. “With SkyBalance, we are thrilled to have built a game that makes people feel closer to Nik during Sunday’s epic event, while also responding to an important trend in the mobile gaming category,” said Ilya Nikolayev, CEO of Tapinator.

Discovery will be highlighting the game through SkyscraperLive.com, the official website for Sunday’s event and across its social media channels. “Discovery is excited to be partnering with HyperPower and Tapinator as we extend the Skyscraper Live experience across every platform and put individuals in Nik’s shoes in new, engaging ways,” added Conal Byrne, Vice President of Digital Media, Discovery Communications.

SkyBalance by Nik Wallenda is available as a free download from the iTunes App Store, Google Play and the Amazon App Store beginning today.

For more information about Discovery Channel's Skyscraper Live – airing in more than 220 countries beginning at 7 PM ET/4 PM PT on Sunday, November 2 and on Nik Wallenda's historic Chicago tightrope walk, visit SkyscraperLive.com. For more information on Nik Wallenda, visit NikWallenda.com.

To view Tapinator's complete game portfolio, navigate to the iTunes, Google Play, or Amazon App Store and search for "Tapinator." Or, for a full listing of Tapinator games with links to each app store, please go to Tapinator.com.

About Tapinator:

Tapinator (OTC: TAPM) is a global developer and publisher of mobile games on the iOS, Google Play, and Amazon platforms. The Company focuses on operating its own titles, publishing properties where it holds substantial ownership positions, and making strategic investments into promising mobile companies. Tapinator's owned and operated portfolio includes over 60 mobile gaming titles that, collectively, have over 35 million users. A number of these titles have risen to the top of the mobile leaderboard charts and have been featured by the Apple, Google, and Amazon App Stores. Founded in 2013, Tapinator is headquartered in New York, with development offices in Pakistan, Denmark, and Indonesia. For a full listing of Tapinator game titles, please go to Tapinator.com. For further financial information on the Company, please go to OTCMarkets.com/stock/TAPM. For live updates, please like us on Facebook at facebook.com/Tapinator or follow us on Twitter at twitter.com/Tapinator.

About HyperPower Game Group, Inc. and its subsidiary, HyperJamz, Inc.:

Boston and NYC-based HyperPower Game Group™ is a mobile game company dedicated to educating, entertaining and inspiring today's "in-the-know, on-the-go," consumer. Previous titles from the group include American Ballot Blast, the first mobile game dedicated to educating voters about the candidates in their local and national elections. The group's subsidiary, HyperJamz, Inc., is working to create a new way for people to experience music while reinvigorating the \$7 billion recording industry through mobile games that take fans inside the artistry of music from top recording artists and bands. For more information, visit www.hyperpowergames.com.

Forward Looking Statements:

To the extent that statements contained in this press release are not descriptions of historical facts regarding Tapinator, they are forward-looking statements reflecting the current beliefs and expectations of management made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words such as "may," "will," "expect," "anticipate," "estimate," "intend," and similar expressions (as well as other words or expressions referencing future events, conditions or circumstances) are intended to identify forward-looking statements. Examples of forward-looking statements contained in this press release include, among others, statements regarding the quoting and trading of our common stock and our expectations regarding our development and monetization plans for our mobile games. Forward-looking statements in this release involve substantial risks and uncertainties that could cause the development and monetization of our mobile games, future results, performance or achievements to differ significantly from those expressed or implied by the forward-looking statements. Such risks and uncertainties include, among others, the uncertainties inherent in the hits nature of the mobile gaming business. Tapinator undertakes no obligation to update or revise any forward-looking statements. The quoting and trading of the company's common stock on the OTC Market Group's OTC Link quotation system is often thin and characterized by wide fluctuations in trading prices, due to many factors that may have little to do with the company's operations or business prospects. As a result, there may be volatility in the market price of the shares of the company's common stock for reasons unrelated to operating performance. Moreover, the OTC Market Group's OTC Link quotation system is not a stock exchange, and trading of securities on it is often more sporadic than trading of securities listed on the NASDAQ Stock market or another securities exchange. Accordingly, stockholders may have difficulty reselling any of their shares. For a further

description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to the business of the company in general, see Tapinator's filings with the OTC Market Group, which are available through <http://www.otcmartets.com>.

CONTACT:

HyperPower Game Group
info@hyperpowergames.com
(917) 599-6700

Tapinator Investor Relations
investor.relations@tapinator.com
(914) 930-6232

Lou Levenstein
Seraphim Strategies
801-988-6474
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.