

Tapinator, Inc. (TAPM) May Surge Past Industry Leaders Like GLUU And KING With Celebrity-Backed Titles

Mobile game company Tapinator, Inc. (TAPM) has finally arrived with its latest endeavor. SkyBalance by Nik Wallenda and elissa Etheridge's "Take My Number"

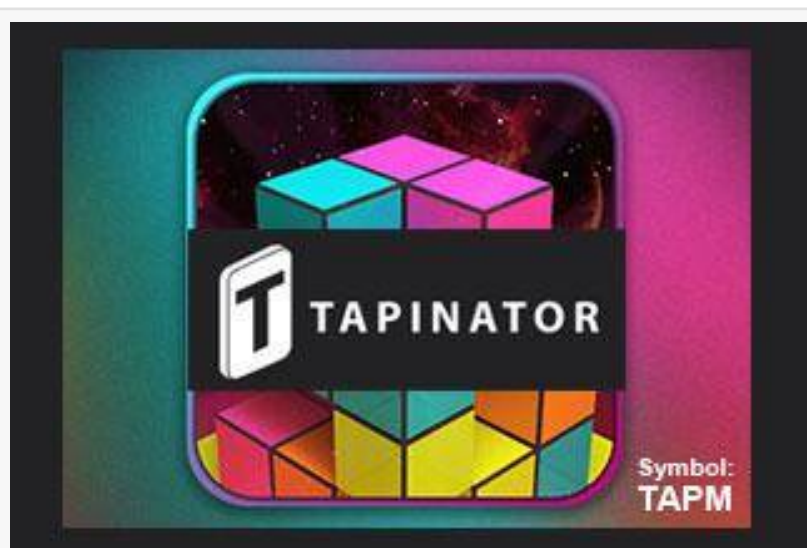
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Up-and-coming mobile game company [Tapinator](#), Inc. ([TAPM](#)) may have finally arrived with its latest endeavor. The company partnered with HyperPower Game Group to create [SkyBalance](#) by Nik Wallenda, a new mobile game that will function as a tie-in with the Discovery Channel event airing Sunday, November 2nd, in which Wallenda will defy the odds by high-wire walking over downtown Chicago. The event will be aired live in over 220 countries, potentially providing Tapinator with the exposure necessary to break through to the mainstream.

Tapinator, which currently trades at 1.32 per share, has already released over 60 mobile games with millions of users playing them. One of their hits, Trucker Parking, holds over seven million users

on its own. The difference between Tapinator and another surging mobile game developer with a celebrity-backed product, Glu Mobile, Inc. (GLUU), known for their Kardashian hit, Kim Kardashian: Hollywood, is that the experts at Tapinator create games at a fraction of the cost. In addition, in-app purchases do not cost gamers an inordinate amount of their savings, the way that Hollywood can cost users up to 39.99 for a single in-game purchase.

Tapinator is a model of efficiency, with its inexpensively -developed games meaning the company's profit margin outweighs that of other leaders in the industry, not to mention that their inherently simple game designs and business model give them a clear advantage over the competition. While competitors spend millions on game development, Tapinator's new titles continue to land on wireless



devices two or three times per week, at a fraction of the cost. Their success in this area means that Tapinator profiles as one of the maverick new techs with a chance to go viral, especially since even industry giants struggle to reach the same efficient productivity. One look at Sony's (NYSE: SNE) recent financial woes, for instance, reveals a company whose 1.2 billion dollar losses resulted from ballooning expenses, poorly calculated expected sales, and a product that simply could not compete against other popular options for the hearts of consumers.

The industry that owes an enormous debt to King Digital Entertainment (KING), the juggernaut with a market cap of over three and a half billion that developed Candy Crush Saga, has outpaced both KING and a handful of the other trailblazing mobile game companies that still focus on fading revenue streams like Facebook. Instead, the new wave of companies like TAPM and GLUU capitalize on celebrity endorsements to help drive sales. Among the celebrities currently backing mobile games and apps are David Hasselhoff, a globally-recognized celeb with his own zombie apocalypse-style game, Kate Bosworth, who helped author a new style app, and legendary actor Patrick Stewart, who appears in the new Family Guy mobile game.

Celebrity-themed mobile games are the hottest fad in mobile gaming, as Kim Kardashian's title proves. The game spent many weeks at number one on the iTunes free app chart. Although it was released only earlier this year, it had already raked in over \$200 million by late July.

Tapinator, Inc. is the latest company that stands to gain big, thanks to its celebrity associations. In addition to the new Nik Wallenda game and high wire event, Tapinator's recent partnership with HyperPower Game Group gives the company exclusive publishing rights to some of HyperPower's catalog of games, which includes an app released by subsidiary HyperJamz, called Melissa Etheridge's "Take My Number" Phonebook Challenge. The Tetris-style game is a tie-in with Etheridge's latest album and offers users a new way to experience music.

Thanks to growing popularity that can be attributed to celebrity involvement, as well as an ever-increasing presence across tech channels like the new tablets and phones hitting the market, mobile games show no sign of slowing. Some estimates put revenue from games at nearly 24 billion by 2016. Add that to the fact that Tapinator keeps forming new celebrity attachments, with the next superstar-endorsed mobile game always right around the corner, and Tapinator may suddenly present itself as an essential stock for investors in the tech industry.

Tapinator's foray into celebrity-backed mobile gaming places the company on the cutting edge of the industry. With mobile games fueling a tech market that is expected to grow exponentially over the next several years, Tapinator seems be poised to become one of its true leaders.

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