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**MOBILE GAMES VETERAN STUART DUNCAN LAUNCHES ICEJAM™,
CREATES NEW ERA OF FREE-TO-PLAY MOBILE GAMES BASED ON PLAYABLE DATA™**

New Playable Data™ Platform Introduces Real-Time, Real-World Driven Gameplay

CHARLOTTETOWN, PEI, CANADA, July 30, 2015 – After the sale of his company Bight Games to EA Mobile, Stuart Duncan was ready to launch his next venture. Duncan had already achieved notable success pioneering F2P mobile games with *Trade Nations*, an original IP that ranked in the top-grossing iOS charts for over a year; and *The Simpsons: Tapped Out*, which has been estimated to have generated more than \$130 million USD in revenue to date.

Duncan has now turned his sights to his long-held interest in the intersection between the burgeoning world of freely available big data and free to play mobile games. Realizing that if it was possible to corral that data into a playable form it could dramatically improve games as a service. That notion was the impetus behind Playable Data™ and the creation and launch of icejam™, his new studio.

Icejam has gained some serious traction in its first nine months of silent running. Fueled by an initial Angel round of funding, icejam has attracted a team of industry veterans and advisors, secured additional financing and made significant progress on its playable data vision.

At the center of this vision is the icejam Playable Data™ Platform which will integrate real-time, real-world data streams into icejam's upcoming games to dramatically enhance gameplay, while solving key engagement and retention dilemmas that face the mobile games industry. icejam's market-defining platform is scheduled to debut with the company's first game in 2016. More details about the platform and future games will be announced later this year.

“Based on the capabilities of our new platform and the nearly limitless potential of Playable Data™, our vision for free to play mobile games is suddenly much larger and far-reaching.” says Stuart Duncan, CEO and Founder of icejam. “With Playable Data, we can now create games that constantly evolve based on real world events, from the personal and hyper-local to the global and trending. We now have the opportunity to impact the F2P market in a transformative way, and we are really excited at that potential.”

About icejam

icejam was founded by serial entrepreneur and 3D and F2P mobile games pioneer Stu Duncan with the mission to create better mobile games using the vast landscape of playable data. Established in 2014 icejam™ is located in Charlottetown PEI, and is poised for a breakthrough in the rapidly growing \$25B global mobile games market. Stuart Duncan founder of Bight Games has successfully brought multiple top grossing free-to-play mobile games to market, including *The Simpsons: Tapped Out* and *Trade Nations*, generating multiple multi-million dollar revenue streams and a successful exit of Bight Games to EA Mobile. *icejam, evolving free-to-play.*

icejam is about to deliver an evolutionary next step in mobile games and gamer engagement that offers the potential for tremendous growth and investment return. More information can be found online at www.icejam.com or follow them on Twitter ([@icejamgames](https://twitter.com/icejamgames)), [Facebook](https://www.facebook.com/icejam), Instagram and [LinkedIn](https://www.linkedin.com/company/icejam).

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