

Contact

Dan Harnett

HighWater Group

dan@highwatergroup.com

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**ICEJAM SECURES INCREMENTAL FUNDING FOR WORLD'S FIRST
CONNECTED REALITY MOBILE GAME**

**PIONEERING MOBILE GAMES DEVELOPER ICEJAM
READIES INTRODUCTION OF FIRST GAME, 'QURIUS'**

CHARLOTTETOWN, PEI, November 8, 2016 – For the first time ever, the real world can now be transported into your game world thanks to icejam's Connected Reality platform. Over two years in development and coming to fruition in the upcoming months with the launch of the company's first game, [Qurius](#), icejam is leveraging the explosive market potential of merging player's everyday reality into their mobile games via the company's [Playable Data engine](#).

With their unique vision and the achievements to date, icejam has attracted strong funding and support for their ongoing development and launch of the game. The Atlantic Canada Opportunities Agency has pledged today an additional \$1.0M of support from their Business Development Program and the Prince Edward Island Department of Economic Development and Tourism has committed five years worth of funding under its Video Game Labor Rebate Program, which covers up to 25% of salaries for game development within the province.

"We're really the first mobile game studio to be focused on the world of big data. Our Playable Data engine enables global data streams like weather feeds to work with device-driven data like location, and connect to your game in a meaningful way," says Stuart Duncan, Founder & CEO of icejam. "We call that Connected Reality and we believe it has the potential to dramatically change the engagement potential of free-to-play games."

About Qurius for Android & iOS

A free-to-play, world-builder for Android and iOS, **Qurius** is the first-ever [Connected Reality](#) game. Based on icejam's proprietary Playable Data game engine, **Qurius** directly connects the player's real-world weather with the in-game weather. If it's raining outside, it's raining in the game. All kinds of weather then serve as in-game resources that can be used to build, expand

and customize the player's world. Weather from other players across the globe are also available and this worldwide Connected Reality greatly encourages engagement, and can significantly increase revenue.

About icejam Games, Inc.

Established in 2014 in the mobile games hub of Charlottetown, Canada, icejam Games Inc. is a mobile games studio founded by Stuart Duncan, a mobile gaming innovator and entrepreneur. Duncan was the founder of Bight Games which altered the free-to-play (F2P) mobile games market with the launch of the wildly successful *Trade Nations*. After Bight was acquired by EA Mobile, Duncan went on to produce *The Simpsons: Tapped Out*, one of the most successful mobile games of all-time. Combined, the two games have generated hundreds of millions of dollars in revenue.

Over the last two years, icejam has developed a proprietary, patent-pending Playable Data™ game engine that can merge personal, and mobile device based sensor data (location, time, sound, light, movement) with real world data streams (weather, maps, traffic, markets and more) – the result of which is a new free-to-play game experience called ConnectedREALITY.

Connected Reality is a revolutionary step in mobile games and user engagement which offers the potential for tremendous growth and investment return. [Qurius](#), icejam's first Connected Reality game is scheduled to launch in the upcoming months for Android and iOS.

More information can be found online at www.icejam.com or follow them on Twitter ([@icejamgames](#)), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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