



DBG & IMANGI STUDIOS SELECT COASTAL AMUSEMENTS FOR TEMPLE RUN OFFICIAL ARCADE GAME

San Francisco, CA, October 9, 2012---Dimensional Branding Group (DBG), a San Francisco bay area brand extension agency specializing in digital brands, and Imangi Studios, the makers of the hugely popular *Temple Run* app, are announcing **COASTAL AMUSEMENTS** as the official licensee for the *Temple Run* arcade game. The game is set to launch in early November and will feature high-resolution video graphics and the addictive gameplay of *Temple Run*.

Larry Seidman, CEO of DBG says, "This is a great opportunity to help create a first of its kind digital arcade game. This will provide *Temple Run*'s avid players and fans new ways to interact with the brand and the game they enjoy in the midways and arcade game center's around the country."

"The great selection of official art works well in an arcade setting to showcase the fantastic app gameplay that has proven to be fun and extraordinarily addictive," says Sal Mirando, Executive Vice President of Coastal Amusements, "We think the 100 million and growing *Temple Run* players are really going to respond to this new brand extension that shows off the coolest features and scenes of the app in a state of the art arcade video game."

"The pending launch of an official *Temple Run* amusement game came out of demand from the fans," says co-creator Keith Shepherd. "People kept asking us where they could play *Temple Run* within new environments. We wanted to let our fans show off some of their skills in a different way rather than just their phones and tablets."

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based brand extension agency that focuses on brand licensing, business development and promotion services with a unique emphasis on the interactive & digital channels. DBG specializes in developing toys & games, iconic

brands & digital trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Miniclip, Temple Run, Horn, Hawken, Fight My Monster, Jenga, Skee-Ball, Chronicle Books, Miniclip and its company owned titles, Worst-Case Scenario, Bob's Space Racers among others.

www.dimensionalbranding.com

About Coastal Amusements:

Coastal Amusements is a leading manufacturer of coin operated redemption games for family entertainment centers. Our games are proven earners in all size operations around the world. We are proud to offer you more than twenty-five years experience within the amusement industry and look forward to providing you with the most reliable, popular and profitable games the industry has to offer. www.coastalamusements.com

About Imangi Studios:

Imangi Studios was founded by husband and wife team Keith Shepherd and Natalia Luckyanova in 2008. With the addition of artist Kiril Tchangov in 2009, the three-person studio has developed mega-hit Temple Run, which has been downloaded by 13% of the entire United States population since its release in August 2011. Based in Raleigh, NC, the self-funded, fully independent studio previously developed Harbor Master, geoSpark, Hippo High Dive and Max Adventure for iOS.www.imangistudios.com

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