


# The End



GAME DEVELOPED BY  **GOROD**  
PART OF **POSSIBLE**

## LoopJoy and TheEndApp collaborate to showcase In-App-Purchase of physical goods.

New York-Budapest; October 8th 2012- TheEndApp presents:.

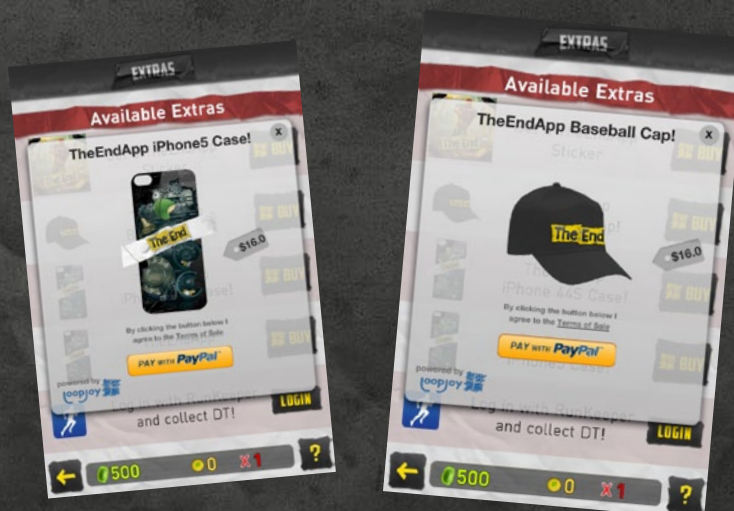
For the first time in the history of mobile games a free-to-integrate SDK offers one-click purchase of physical goods. What physical goods exactly? Here is where this gets interesting: branded products related to the app, in this case TheEndApp branded iPhone cases both for iPhone 4 and 5.

LoopJoy, a newcomer to the mobile industry, helps developers monetize their apps LoopJoy works with selected developers on a Revenue Share basis, providing the in-app technology to make this happen, and taking care of the production and shipping.

This is a great opportunity for mid-range to top-tier apps, like TheEndApp, to both build a brand and monetize. Merchandising have been expensive and unobtainable to them, but now; if you have a strong brand, great ideas and cool designs, you can actually sell your own products right from your app. Credit cards and PayPal are both welcome.

*„The idea behind LoopJoy is great! We have been looking for an opportunity like this since the beginning, we. TheEndApp has a great and engaged fan base, and based on the reviews they love our graphics. We were really excited to have our own products merchandised; with duct tape all over, of course. It is such a great thing to monetize and expand our brand by just creating the design and integrating the LoopJoy code! Opening up a way to give players more, by offering affordable gadgets, it is clearly the direction everyone is going, and is the future of mobile apps.”*

– Laszlo Kesmarki, CEO of Goroid Ltd., part of POSSIBLE



*„The LoopJoy SDK provides unlimited opportunities to developers, from monetization to branding to enhance game design. From now on, creating an app which needs a physical product or gadget to support the play mechanism is not a problem. Throw in some LoopJoy code into your app, and we take over the production and shipping of your game’s products. We have great relationships with manufacturers, and get the best products in terms of both quality and price, so we can maximize the app developers’ revenue while enhancing their brand..”*

- Ruth Polachek, CEO and Co-Founder of LoopJoy Ltd.

See the LoopJoy SDK in action at TheEndApp 2.2 along with

- Optimizations for iOS 6
- Support for iPhone 5
- Character-animation fixes: Bobby, Yukiko, Survivoress!
- Minor bug fixes.
- Tying TheEndApp to ‘real-world’ with RunKeeper integration! Don’t have enough in-game currency to buy a power up or a character? Just go for a run, track it with RunKeeper and get 91 duct tape/km. Speed is limited by 20 km/h, to avoid cheats.

## **About TheEndApp**

TheEndApp is a free to download running app, which makes your day 138.5% better. It also challenges your reflexes, offers infinite game play with progressive level design and multiple environments. Jump over the burned down police cars and reach the hidden duct tape while running through the deserted city. TheEndApp reached 3, 5 Million downloads since its launch in early July and has been featured by Apple in more than 1000 countries.

## About Goroid Ltd

Goroid Ltd is part of POSSIBLE. Our goal is to create world-class games and to entertain both hard core gamers and casual players. Listening to the customer reviews very carefully, we constantly update our app. We are looking forward new challenges debuting the Android platform this month, with the Kindle Edition of TheEndApp.

Oh, and in Budapest we use the most duct tape, by far the most...

## About LoopJoy Ltd

LoopJoy is the market pioneer for monetizing games and apps through in-app sale of physical goods. LoopJoy helps top game developers monetize and brand their mobile apps. LoopJoy is headquartered in NYC and received seed funding from Dov Moran, inventor of the USB flash drive and the founder of M-Systems, Modu, Comigo, KeyView and several other companies.

Kind regards:

**Dorothy Csak**

Surviving TheEnd!

TheEndApp

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*The End App - I always have it in my pocket!*