

FOR IMMEDIATE RELEASE:

~~Walz Music Announces Casual Gaming Industry's Largest Voice Over Project~~

Walz Music Releases First Audio Upgrade Pack for Aveyond: Lord of Twilight

San Francisco, California – July 11, 2009 – Walz Music, award-winning video game music and sound design company, will be releasing its first audio upgrade pack for the top-selling casual game, Aveyond: Lord of Twilight – possibly the largest voice over project ever in the casual gaming industry.

The audio upgrade pack will include voice acting for over sixty characters in the game – amounting to nearly two full hours of voice overs - and will be sold separately as an add-on to the game. This unprecedented sales concept is somewhat like selling a strategy guide with a casual game (like the one which is currently sold alongside Aveyond: Lord of Twilight).

Walz Music will be watching to see how such an add-on performs in the market, since there is not much available data on how such an audio upgrade pack will be received by gamers. If it goes well, Walz Music may release sound add-ons with forthcoming casual games, as well.