

Reflexive Entertainment Seeks To Broaden The Audience Of Downloadable Games

For Immediate Release

LAKE FOREST, Calif./EWORLDWIRE/Sep. 13, 2004 --- With its latest release, Wik & The Fable of Souls, game developer Reflexive Entertainment is striving to broaden the appeal of downloadable games.

"In our view the downloadable market space is ready for more polished and bigger-feeling games, and that was our thinking while developing Wik," said Simon Hallam, producer and lead programmer of the game. "We think we've made something that will really appeal to a wide variety of gamers - both casual and traditional gamers alike."

Screenshots and a fully playable demo are available now at www.wik-game.com.

Wik is clearly not a breakout clone or another of the 'match three' games that seem to be the mainstay of the downloadable marketplace. Everything about the game is original: the characters, story and the game mechanic are all new, fresh and different from anything else ever done.

Wik & The Fable of Souls features the high-quality artwork that has become standard in Reflexive titles (Ricochet Xtreme, Ricochet Lost Worlds) and boasts never-before-seen game play in which the main character, Wik, deftly moves himself about by swinging from his frog-like tongue.

Set in the framework of a storybook fable, the player takes on the role of Wik as he sets out to unravel the mystery of what happened to him a few years back - and to figure out why his homeland seems to be suddenly overwhelmed with adorable creatures that are somehow not quite trustworthy.

The game features two play modes (story and challenge) built around the very unique, and very enjoyable, play mechanic.

Wik & The Fable of Souls is available for download immediately.

About Reflexive Entertainment

Reflexive Entertainment is a leading game development and Internet publishing company based in Lake Forest. They created the online smash hit "Ricochet Xtreme" in 2001, which was followed by "Ricochet Lost Worlds" in 2004. Reflexive Entertainment has also created numerous games for the traditional retail space including "Star Trek: Away Team" and "Lionheart: Legacy of the Crusader." In addition, Reflexive Entertainment hosts an Arcade system at www.reflexive.com, where the latest high-quality online games from around the world can be downloaded and played for free.

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