



## 5 Million PlayFirst Games Downloaded

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By Will Freeman

PlayFirst customers have downloaded 5 million of the casual developer's mobile games onto mobiles, excluding iPhone purchases.

The studio is attributing much of the success to the popularity of its Dash series, and its mobile platform-agnostic methodology.

Since its inception, PlayFirst has committed itself to the concept of ubiquitous gaming, and continues to follow a multiple-format distribution model.

"Glu has seen tremendous success from the Diner Dash franchise on mobile handsets, as casual games are a natural fit for the mobile platform," said Jill Braff, senior vice president of global publishing, Glu Mobile. "With over 5 million downloads, it is clear that fans are excited to be playing their favourite PlayFirst games on-the-go."

"Our tradition of producing engaging and winning titles for a sophisticated mobile audience is proven in our numbers today," added Rich Roberts, VP of sales at PlayFirst. "With the global mobile entertainment industry now worth \$32 billion dollars and growing, PlayFirst is poised to continue to deliver more exciting new content for fans on the go."