

## **Gorilla Monkey Crunch Lite Hits Top Spot in 11 App stores without an Apple Feature**

London, UK 10 August 2010 - Appnoose is celebrating its first game Gorilla Monkey Crunch Lite reaching the number 1 spot in the Kids Games Charts in 11 App stores worldwide without the benefit of an Apple feature. Gorilla Monkey Crunch Lite has been the number 1 Kids (and in most of the countries) Adventure game in the Dominican Republic, India, Slovakia, UAE, Madagascar, Egypt, Luxembourg, Lebanon, C z e c h Republic, Israel and Niger.



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The App store is reported to have 35,186 app games available for download with much of the top 50 being occupied by traditional big brands and apps that are prominently featured in the App store, print or TV adverts by Apple. “It’s astonishing that a game without any major advertising or Apple features should hit the top spot in 11 countries under its own steam.” explains Owen Hunte, Gorilla Monkey Crunch Lite creator. “It’s pretty incredible the way Gorilla Monkey Crunch Lite slowly climbed to the number 1 Kids game spot in those counties one at a time over the course of five months. Its obviously shows that people connect with the game on its own merit rather than buying hype.” Owen reveals further. Appnoose

noticed sizable leaps in the daily downloads in countries like France and Egypt but could not determine what was causing the download spikes as there were no features in those particular stores other than the virtue of being within the top



app charts.

Gorilla Monkey Crunch and its Lite brother is a simple, almost classic arcade style 2D game set in the jungle where the goal is to keep yourself (the Gorilla) alive as long as possible while knocking the monkeys that pass below off. The iPhone's or iPod's accelerometer is called into full action as you have to jump over the bananas and bridge gaps that appear if you miss the monkeys drifting past below on the river raft. You are also battling against time but there are timers which if you



touch will extend your time so you could play forever in theory. "Gorilla Monkey Crunch is a fabulous game for all ages and although simple does require some dexterity and co-ordination to get the hang of it", offers Owen. "It's particularly great for kids because it keeps their interest without

resorting to blood and gore like so many games out now", concludes Owen.

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Worldwide Rank Snapshot All Countries

Country	Games/Adventure		Games/Kids		All Games		Top Overall	
1. Slovakia	1	1	1	1	6	6	17	17
2. India	1	1	1	1	5	5	9	10
3. Egypt	1	1	1	1	1	1	2	2

Gorilla Monkey Crunch is differentiated from it's Lite sibling by virtue of having no advertisements and an Openfeint leaderboard. Gorilla Monkey Crunch Lite requires iOS4 whereas Gorilla Monkey Crunch is still iPhone OS 2.1 or greater.

Gorilla Monkey Crunch and Gorilla Monkey Crunch Lite are available on the App Store in the Games category at USD \$.99 and free respectively.

Gorilla Monkey Crunch on iTunes:

- <http://www.itunes.com/apps/GorillaMonkeyCrunch>
- <http://www.itunes.com/apps/GorillaMonkeyCrunchLite>

# appnoose

APPNOOSE LTD is a London based iPhone and iPod Touch software development company started by Owen Hunte in 2009.

ITGO - Interval Trainer GO has been featured as an Apple Staff Favorite, in the Financial Times (FT.com) and in a Australian Broadcast Corporation special report. OD Hunte is an Urban Producer/Writer/Remixer with many film TV and game placements. He has also written for Extreme Music/Sony ATV, Megatrax LA, PigFactory LA and KPMH Music House/ EMI in London. Copyright (C) 2009 - 2010 Appnoose. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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