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**ZOWPOW & GET SET GAMES DELIGHT KIDS WITH INNOVATIVE
PLUSH TOY GAME CONTROLLER**

ZowPow uses proprietary sensor technology to transform plush toys into game controllers. Partners with Get Set Games to launch the Redford Game Controller for popular mobile games Mega Jump and Mega Run.

San Francisco, CA – December 4, 2013 – ZowPow Inc., a toy and technology company, and Get Set Games, a leading mobile gaming studio, announced today the launch of the “Redford Game Controller”, introducing the next generation of interactive toys for mobile. The license agreement was brokered by The Licensing Shop Inc. The game controller is in the shape of a plush toy resembling Redford, the main character of the hit iOS games Mega Jump and Mega Run. The plush toy contains ZowPow’s sensor technology that lets the player control the in-game Redford character by moving the toy around. The \$29.99 Redford Game Controller is now available for pre-order at zowpow.com and will ship in Spring 2014.

“There has been a lot of excitement around interactive toys, especially with the release of Skylanders, Disney Infinity, and Angry Birds Telepods,” said Jennifer Lu, co-founder of ZowPow. “However, the interaction in those games is limited to simply setting a plastic figurine on a platform. ZowPow is creating a more immersive experience, one that lets players use toys to actually control the character’s movement in the game.”

The Redford Game Controller works with Mega Jump and Mega Run which were #1 games on the iOS App Store and were featured by Apple. The Redford Game Controller is wireless and uses the latest Bluetooth LE technology, allowing it to automatically connect to the player’s device without needing traditional Bluetooth pairing. Inside of the toy is a sensor module that detects movement using an accelerometer. As the player moves the toy side-to-side and up-and-down, the character on-screen moves accordingly.

“No longer must kids be glued 10” from the screen. Now they can get out of their seats, move around while playing and really get into the game” said Brian Krejcarek, also a co-founder of ZowPow. The toy supports the following iOS devices: iPhone 4s & later, iPad 3 & Later, iPad mini, and iPod Touch 5. Moreover, by connecting the iOS device to a TV with an HDMI adapter or AirPlay, the game can be played on the living room TV as well.

“We’re witnessing a major transformation in the way kids play,” said Lu, “where more and more of them are turning to smartphones and tablets.” The NPD Group [reports](#) that 51 percent of children are now using smart devices. “But kids have been playing with physical objects for centuries-- toys are never going away. What we’re doing is creating a new play dynamic by taking this timeless physical play and enhancing it with modern mobile technology.”

About ZowPow, Inc.

ZowPow, Inc. is a technology company and toy designer, manufacturer and marketer. The company combines physical objects with sensor and mobile technologies to create the next generation of interactive toys. ZowPow believes that even little things, like a stuffed animal or toy, could make a big difference to kids and put a smile on their face. For every toy that ZowPow sells in December, they will be giving one away to a sick or underprivileged child. For more information, please visit zowpow.com

About Get Set Games Inc.

Get Set Games was founded in 2009 in Toronto, Ontario by four friends. Since then, the studio has become one of the leading independent game studios working on mobile devices. With over 60 million downloads to date on Apple and Android mobile devices, Get Set Games have created a well-loved and enduring series of games featuring the lovable monster Redford and his forest-dwelling friends. For more information, please visit getsetgames.com

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