



PRESS RELEASE  
NOVEMBER 6, 2014

## **MIGHTY SMIGHTIES LAUNCHES FOR IPHONE, IPAD AND IPOD TOUCH; BRINGS REAL-TIME, MULTIPLAYER PVP BATTLES TO COLLECTIBLE CARD GAME GENRE**

*Featuring hundreds of small but mighty heroes to collect, Mighty Smighties packs hours of endless fun with both PvP and single-player modes; taking a fresh twist on the traditional card battle game experience*

**NEW YORK** -- November 6, 2014 -- **Herotainment**, an award-winning transmedia and entertainment company, announces today the launch of **Mighty Smighties** (<http://www.mightysmighties.com/>), a casual, free-to-play, multiplayer collectible card game for iPhone, iPad, and iPod touch. The Mighty Smighties offers a full-featured mobile gaming experience that takes a unique twist on the classic card game genre with hundreds of collectible Smighty characters, real-time PvP card battles, expansive single-player quests, and a fast-paced match-3 mini-game.

In Mighty Smighties, players are immersed in a world of small but mighty heroes who wield enormous power over the natural elements of earth, air, water, light and magic. Players create their very own Smighty hero from countless customizations and collect Smighty cards to build their own card decks to take into battle against friends or other players around the world. As each Smighty card is unique in its element type, power strength, and rarity, players must master the elements in order to defeat opponents in the live Battle Arena.

“With Mighty Smighties, we wanted to create a true, real-time card battle game experience that was fun for everyone,” says **Wade Teman**, co-founder at **Herotainment**. “While preserving the core mechanics that make card-based battle games so addictive and exciting, Mighty Smighties also introduces new modes of gameplay alongside high-spirited and engaging characters. We’re thrilled to bring the Smighties to life and have so many new, exciting updates and features already in the works for our players.”

Mighty Smighties also features an expansive Smighty world map in its single-player Quest mode that brings new challenges with *Normal*, *Power*, and *Epic!* missions. As players journey through the land of the Smighties

and earn Smighty gold and silver from victories, they can purchase booster packs, new cards, Smighty customizations or play the electric *Power Up* match-3 mini-game to combine cards, power up and recharge after each battle.

Each week, top friends are given in-game rewards for dominating the leaderboards, and users can access battle statistics along with additional information in their profile, which includes: Overall Global Ranking, Total Matches Played, Total Matches Won, Win Percentage, Power Up Game High Score, Friend's Ranking, Number of Friends, Smighties Owned, and more.

### **Mighty Smighties**

Mighty Smighties is a free-to-play casual collectible card game for iOS that challenges its players to build the most powerful deck of Smighties in the universe. Offering both real-time PvP and single-player quest modes, Mighty Smighties immerses its players in a world of small but mighty heroes who wield enormous power over the natural elements of earth, air, water, light and magic. With so many Smighties to choose from and each with their own quirky personalities and unique abilities, Mighty Smighties is making small the new big!

For more information about Mighty Smighties, please visit:

[www.mightysmigties.com](http://www.mightysmigties.com)

### **About Herotainment**

Herotainment, LLC is an award-winning, New York based transmedia and entertainment company. With a mission to create beautifully designed and engaging games for web and mobile, Herotainment's dynamic storylines and lively characters have attracted leading global partners, with properties that are being developed into books, music, mobile apps, licensed merchandise, a television series and more.

For more information about Herotainment, please visit:

<http://www.herotainment.com/>