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**Crazy Mouth for iPhone**

# Press Release

## **Ezone.com releases “Crazy Mouth” and “Crazy Eye” for the iPhone**

The Edis Brothers are at it again, and this time they've let their wacky sense of humor loose on Apple's iPhone with the release of “Crazy Mouth” and “Crazy Eye”—ushering in a whole new category of “wearable” apps.

**Perth, Western Australia, July 11, 2008:** Brothers Simon and Jamie Edis think they've hit on something special with “Crazy Mouth” and “Crazy Eye” and are quickly developing a series of iPhone apps that let users transform themselves into living cartoon characters. They are already working on follow-up products including: Crazy Nose, Crazy Body, and Crazy Meeting.

Using Crazy Mouth or Crazy Eye is as simple as selecting one of the ten fully animated videos and then holding the iPhone up to your face. “To be honest we surprised ourselves at how impressive the cartoon effect was”, says Jamie Edis the animator who brought the Crazy series to life. “And if you really get into it and change your facial expression as well the whole effect is even funnier.”

And the Edis Brothers know funny. They have been making humorous web games and animations since 1996 when they started up Ezone.com in San Francisco. It didn't take long for their unique sense of humor to come to the attention of the major Hollywood studios: Fox, Sony, Disney, Universal, and Nickelodeon all have Ezone.com games and cartoons on their sites.

“The most exciting thing about the iPhone is that it gives us a whole new palette to work with”, says Simon Edis, Ezone's programmer. “And because the iPhone SDK and Developer Program is accessible to developers both large and small I think this first generation of apps for the iPhone will just

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be the tip of the iceberg. I'm expecting to see an explosion of innovative apps and toys coming out of the dev community."

Crazy Mouth and Crazy Eye are available in Apple's iPhone App Store for US\$0.99 each. The Edis Brothers are hoping people think 99 cents represents good value for money (it works out to be less than 10 cents per mouth). "When you consider that it is in the same price bracket as a song or a ring tone, we think people will get equivalent value from it", says Simon Edis, "Especially when we look at the results of our play-tests and trials. Our biggest problem was getting the phones back from the testers!"

So, why waste money on an expensive facelift when you can get a Crazy Mouth or Crazy Eye? And with 10 wacky animated ways to change your mouth you'll soon have everyone in stitches!

#### **About Ezone.com**

Ezone.com is a privately owned two-man corporation based in Perth, Western Australia. In addition to running the Ezone.com game site and developing browser based games, we've now turned our hand to the iPhone. If you are interested in getting a game for your site or an iPhone App developed, please visit us at <http://www.ezone.com>.