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## **Electric Bat Interactive Launches Online Game *WebLords*, Reveals Cross-Platform iPhone App**

AUSTIN, Texas – June 22, 2010 – It's open season on the World Wide Web as *WebLords* from all over the globe battle for Internet supremacy. [WebLords](#), a browser-based, free-to-play online player versus player (PvP) game, launched today on Electric Bat Interactive's *Wurl Platform*. The fantasy multi-player game gives players the opportunity to clash with other Web-warriors in a quest to conquer, command, and control the Internet. EBI also revealed plans to release a *WebLords* app for the Apple iPhone, which will give players the power to strike from anywhere, at any time.

"Running *WebLords* through rounds of beta put the game in front of countless discerning players," said [Cindy Armstrong](#), CEO, Electric Bat Interactive, LLC. "This game was created to transform something as simple as web surfing into exhilarating social entertainment accessible to anyone. For that same reason we are now planning to launch *WebLords* on the iPhone platform, for a seamless, cross-platform gaming experience from PC or Mac to mobile."

The *WebLords* iPhone app will give players a level of flexibility to play the game either at their desks or on the go. Conquer the Internet while waiting on a cup of coffee, walking the dog, or stranded in an airport – all from an easy-to-use iPhone app.

In *WebLords*, players game across a parallel universe associated with any website of their choosing. To develop kingdoms, players must conquer and rule coveted online landscapes and destroy relentless armies controlled by other players. Key features of *WebLords* include:

- Players earn experience and loot from battles, which aids in growing their Empire and unlocking new battle-ready units as the game progresses;
- Each WebLord is customizable, allowing gamers to create and modify their own character, armies and battle strategies;
- Multi-layered, time-controlled battles provide an entertaining way to multi-task while on the Web;
- With Wurl Bucks – the currency used to buy items in all Electric Bat Interactive games – players can further augment their experience with premium items from the store.

*WebLords* also features an integrated social community with friend's lists and status updates. With in-game results and rankings and a versatile gamebar, players always have access to their score and possible bragging rights.

Interested players can register at <http://www.web-lords.com> .

Behind *WebLords* is Electric Bat Interactive's proprietary Wurl platform, which leverages existing open source technology within a reusable modular game system. These modules enable interchangeable themes, characters, gameplay mechanics and standard game components, such as social networking, chat features and billing. This allows developers to roll out new games on an aggressive timeline. Electric Bat Interactive is able choose from a variety of features for its future title development, drastically reducing time-to-market and costs. The modules are also backwards compatible, enabling Electric Bat Interactive to upgrade existing games with future developments, in order to extend a successful franchise.

### **About Electric Bat Interactive**

Electric Bat Interactive, the innovator in layered reality gaming (LRG) and entertainment, is changing the way people engage with online entertainment by removing the barriers between Web gaming and websites. Pioneering modular online game development, Electric Bat Interactive can easily create new features and titles through their unique technology platform. Founded in 2008, Electric Bat Interactive is privately held and based in Austin, Texas. For more information, please visit <http://www.electric-bat.com>.

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