

GAMES

In the style of Bill Gates and Mark Zuckerberg, 16-year old computer whiz kid William LeGate takes the Apple App Store by storm. With the launch of a new free App for iPhone through his company Imagination Research Labs, LeGate's Game Giveaway enjoyed overnight success. Each day Game Giveaway gives away a high-quality paid game for free. Users download the game, play it, and then review it.

In a market of over 300,000 game applications available for iPhone users, Game Giveaway gained instant popularity in just weeks into its roll out. After 100,000 downloads of Game Giveaway in 24 hours, the app quickly rose to number two on the Top 25 Free iPhone applications, snatching a rating of 4.5 starts out of 5 possible.

The first game promoted by Game Giveaway, Paper Ninja, soared to number one in the App Store, creating a whirlwind of enthusiasm by game developers because of the free promotion their games received.

"It's basically a Groupon for the mobile gaming environment, except that it's completely free," said developer William LeGate.

Game Giveaway built its popularity on four factors: the games are very good, they are free to users of the free



Game Giveaway iPhone App, and there is a new game available for downloading each day.. As if this were not enough inducement, users can keep the game. — James Crane, jaye@jmcpr.com

About William LeGate: William is a rare young talent born in Georgia who harnessed his knowledge of computers and love of video games into

something productive. The high school sophomore's career started at age 11 when he began setting up network hubs. By age 12 he was blogging, and by 13 he was an arbitrator, buying and repairing iPods and iPhones and selling them for a higher price. At 14, LeGate wrote a popular iPhone app, Fake-A-Text, which was featured in the *New York Times*. Game Giveaway was developed through Imagination Research Labs, an iPhone development firm based in Atlanta, GA, founded by LeGate. For more information, visit <http://www.gamegiveaway.com> and <http://www.imaginationresearchlabs.com>. ■