



FOR IMMEDIATE RELEASE

***Save The Pencil* Reaches The Half A Billion Milestone**

Over 500,000,000 levels played and over 3,400,000 downloads.

LONDON, United Kingdom – April 5th, 2012 – Perfect Dimension Studios Ltd today announced that their puzzle game, *Save The Pencil*, has surpassed the half a billion milestone, with over 500,000,000 levels now played. Downloads are approaching the 3.5 million mark.

In order to commemorate the event, Perfect Dimension Studios are turning to their user base to help them create a celebratory video with a very unique concept. Further information is available at <http://www.perfectdimension.com/ios/half-a-billion-levels-played>.

Save The Pencil is a stationery based puzzle game, which requires skill, thought and speed. It was developed by one individual, from his bedroom in a small British village south of London and has since accrued a global fan base.

iTunes Links for both the regular and HD (iPad) version are provided below.

<http://itunes.apple.com/us/app/save-the-pencil/id475708666?ls=1&mt=8>

<http://itunes.apple.com/us/app/save-the-pencil-hd/id485311417?ls=1&mt=8>

Please visit <http://www.perfectdimension.com/apps/savethepencil> for more *Save The Pencil* information, including videos and screenshots. Downloadable Press Packs containing graphics, movies and information on *Save The Pencil* are also available at <http://www.perfectdimension.com/press/>.

Perfect Dimension Studios is an independent application development company based in the United Kingdom. It was formed in 2010 and incorporated in February of 2012.

For company information visit <http://www.perfectdimension.com/>

###

If you would like further information on *Save The Pencil* or Perfect Dimension Studios Ltd, or you would like to schedule an interview, please contact:

Paul Davis, Perfect Dimension Studios Ltd

Email: pd [at] perfectdimension [dot] com

Phone: Available on request.

Skype: ipdito

Twitter: @PDiTO