



## DECODE INTERACTIVE SENDS NEW IPHONE GAME INTO ORBIT

### ***Apollo 11: The Game*** coincides with 40<sup>th</sup> anniversary of first lunar landing

Toronto, 16 July 2009. DECODE Interactive, a leading provider of youth targeted interactive games, activities, and rich online environments, has launched its fourth game for the Apple iPhone. ***Apollo 11: The Game*** celebrates the anniversary of the historic moon landing and is created in collaboration with NASA.

Forty years ago, the first man landed on the moon. Now DECODE Interactive has created a game for iPhone users to relive one of the greatest events in the history of mankind. Take a trip to the moon and use the unique iPhone controls to guide your mission from liftoff to splash down over seven levels featuring full 3D environments and archival mission imagery from the NASA archives.

Gamers will be able to train for missions with the Flying Bedstead, control various spaceships using the accelerometer, extract the Lunar Module and perform precision midcourse corrections. Training and lunar landing levels will be unlocked at the start with users able to access remaining levels through story mode and earn mission patches with a full-featured achievement system. Further additions are planned for the game at a later stage including actual mission audio.

Jean-Guy Niquet, Technical Lead at DECODE Interactive said: “The moon landing is a defining moment in human history so we’re excited to be working with NASA on this project. Their collaboration is essential in developing a standout game that uses as much authentic detail possible to recreate the experience of man’s first trip to the moon.”

- ***Apollo 11: The Game*** is available on the iTunes App Store and is priced at \$3.99
- Follow ***Apollo 11: The Game*** on Twitter and be the first to hear about new updates, upcoming features and contests! <http://www.twitter.com/apollo11game> Or, visit the website: <http://www.apollo11game.com>

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## Notes to editors:

### **About DECODE Interactive, a DHX Media Company**

DECODE Interactive is the new media division of DECODE Entertainment.

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer and distributor of television programming and interactive content with an emphasis on children, family and youth markets. DHX Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto