



**NEWS RELEASE
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Wisconsin Business Asks, “Who’d You Throw a Tomato At?”

MUKWONAGO, WI – You’re sitting at the kitchen table, the TV is on or you’re reading the newspaper and suddenly there’s a political ranter, airhead celebrity or overexposed reality star that just makes you wanna throw something. TomatOrama Kitchen Table edition, a mobile game app from Wiggly Pickle, Inc., lets people let loose but keeps the kitchen clean. TomatOrama, a mash-up of Paper Toss, tiddlywinks and the satirical newspaper The Onion, lets players throw a tomato at a target, get their frustration out, and move on.

The game offers a moving target, just like in life, so it’s not always easy, and when the target is missed players may be in for a snarky taunt. Levels increase in difficulty and a timer keeps track of play. When all 12 levels are completed, players can try to best their time and also earn the right to submit the name of someone or something they’d like to throw a tomato at. Suggestions will be considered for future games.

“The user-experience is the most important part of Wiggly Pickle game development. We design our games to be entertaining, but not something you’d need to dedicate half of your day to – play, have some fun, and move on. With TomatOrama, we created a game that offers the player a challenge and a chance to contribute to future development,” says Nicole Huppert, a partner in Wiggly Pickle.

“We have ideas on who we’d like to throw a tomato at to express our disgust and disappointment, but we also want to know from our players who’d they target. They may get their chance in future TomatOrama versions,” says Lisa Deppe, Huppert’s business partner. “We will use social media, Facebook and Twitter, to drive and capture user input for the game. Hints about soon-to-be-released editions – and their targets – can be found on our website, tomatOrama.us.”

In-game advertising is an area in which Wiggly Pickle takes a strong stance.

“It’s contradictory to our mission as game developers. One of the things we’re doing is pointing out the ridiculousness of celebrity and blind consumerism in our culture. If we include ads, we may as well throw a tomato at ourselves,” Deppe said.

TomatOrama is available in iTunes and Google Play for 99¢.

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