

DEBUT CONSOLE GAME FROM MOSHI MONSTERS™ TAKES TOP SPOT

~ Moshling Zoo™ outstrips Call of Duty in DS sales chart ~

~ No.7 across all formats ahead of Batman and Pro-Evolution Soccer! ~



London UK – November 15, 2011 – Following its launch last Friday, Moshi Monsters' debut console title, **Moshi Monsters: Moshling Zoo** experienced a phenomenal first weekend of sales and is now the top selling Nintendo DS game in the UK*.

Moshling Zoo takes the top spot on the Nintendo DS chart, ahead of the likes of Triple-A title, *Call of Duty: Modern Warfare 3*, Disney giant *Cars 2* and Nintendo staple *Super Mario Bros*. Outselling huge titles including *Batman: Arkham City*, *Forza 4*, *Pro-Evolution Soccer 2012* and *LEGO: Pirates of the Caribbean*, **Moshling Zoo** is also placed at number seven across all formats*.

Moshling Zoo is the latest entertainment offering from *Moshi Monsters*, a social online world for kids with over 50 million registered users worldwide aged 6-12, combining adoptable pet monsters, safe social networking, games, stories, missions and educational puzzles.

Andrew Matjaszek, Senior Brand Marketing Manager for Moshi Monsters says: "We're thrilled to have become the best selling DS title in the UK. To outsell triple-A titles is amazing! We're so pleased our fans have responded so well and look forward to seeing how things go in the lead up to Christmas."

A limited edition version of **Moshi Monsters™: Moshling Zoo** is now available in GAME, while stocks last. This special edition game comes packaged with a variety of benefits for young Moshi fans, including: three days membership, 1,000 free Rox (the in-game currency of *MoshiMonsters.com*), Topps series 2 trading cards, an exclusive *Moshi Monsters* top trumps card and the exclusive *Moshling*.

Moshi Monsters™: Moshling Zoo is available now on *Nintendo DS™* priced **£29.99 (RRP)**

For more information please visit www.moshlingzoo.com

- Ends -

* GFK Chart Track - **TOP 40 NINTENDO DS (FULL PRICE), WEEK ENDING 12 November 2011**

** GFK Chart Track - **TOP 40 ENTERTAINMENT SOFTWARE (ALL PRICES), WEEK ENDING 12 November 2011**

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Notes to editors:

The following retailers will be stocking the standard edition of the game: ASDA, Argos, Sainsbury's, TESCO, TRU, Smyths, HMV, AMAZON, Play.com. **Moshi Monsters™: Moshling Zoo** has been classified PEGI 3, which means suitable for all.

About Mind Candy

Mind Candy is one of the world's fastest growing social online gaming companies and the global developer, operator and publisher of Moshi Monsters. The company was founded in 2004 by Michael Acton Smith, a UK-based entrepreneur who previously founded Firebox.com. For further information visit www.mindcandy.com

About Moshi Monsters™

Moshi Monsters is a free-to-play, fun-filled world of adoptable pet monsters, combining adorable virtual pets, safe social networking, games, educational puzzles, stories and missions for children aged 6-12. 50 million monsters have been created to date making Moshi Monsters one of the world's fastest growing children's sites. For more information visit www.moshimonsters.com