

Donald Trump Comes to the App Store with “Trump Tycoon” from Hands-On Mobile

SAN FRANCISCO, CA – January 5, 2010 — Future real estate tycoons can experience what it's like to work for the world's most famous businessman, Donald Trump, in *Trump Tycoon* from Hands-On Mobile for the iPhone and iPod touch. The world's leading developer and publisher of connected games and applications, Hands-On Mobile, Inc. today announced the game is currently available exclusively for download on the App store.

Trump Tycoon is a unique speculation game in which players find themselves in a dream job - working for Donald Trump. “We are thrilled to have partnered with Hands-On Mobile to bring Donald Trump to the App Store,” said Cathy Hoffman Glosser, Executive Vice President of Global Licensing for The Trump Organization. “Not only is the game unique, challenging and fun, it provides another platform by which Donald Trump can share his tips on how to succeed in real estate.”

In order to keep the job, the player needs to impress Mr. Trump by amassing a fortune prior to his annual review. Players will use Mr. Trump's tips to buy and sell real estate, and make the right deals to achieve success in the game's fluctuating market. With an innovative first-person-perspective interface, *Trump Tycoon* players navigate in and around three key markets including New York, Los Angeles, and Las Vegas.

“This game fills a niche for gamers that want an immersive role-playing business-centric experience and also for fans of Donald Trump and his many exciting business endeavors,” said David McCaman, head of marketing for Hands-On Mobile. “Donald Trump certainly has a loyal following that we know will enjoy playing *Trump Tycoon* on iPhone and iPod touch.”

Key game features include:

- Fully 3D world – players interact with other employees through screen-tapping
- Uses iPhone and iPod touch multi-touch for dual-analog control
- Free movement within three-dimensional environments
- Limited number of game days and fluctuating markets create more volatility and a unique game play experience every time

The game is available for \$2.99 on the App Store on iPhone and iPod touch or at www.itunes.com/appstore/. For more information, please visit www.HandsOn.com or follow us on Twitter @HandsOnMobile.

About The Trump Organization

The Trump Organization encompasses global real estate development and global licensing, sales and marketing, property management, golf course development, entertainment and product licensing, brand development as well as restaurants and event planning. Donald J. Trump is the Chairman and President of the Trump Organization, a privately held company in New York. For more information, visit www.Trump.com.

About Hands-On Mobile

Hands-On Mobile, Inc. is a premier mobile technology company as well as an award-winning developer and publisher of mobile entertainment. Its portfolio consists of the critically acclaimed Guitar Hero Mobile and WPT Texas Hold 'Em games and the universally popular Astrology Zone Premier and NFL Mobile Live applications. Hands-On offers global distribution of the world's best entertainment brands and content from partners including Activision, Billboard, CBS, NBA, NBC Universal, and World Poker Tour. Utilizing its proprietary mobile development platform, Hands-On is a leader in providing complete mobile application solutions to companies worldwide. Established in 2001, Hands-On Mobile is headquartered in San Francisco, California. For more information please visit www.HandsOn.com.