

30 October 2008

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Madagascar 2: Escape from Africa  
Glu Mobile

## **'Madagascar: Escape 2 Africa' Launched on Mobiles Before the Movie**

*Developed by Glu Mobile*

[Glu Mobile](#) announces the global launch of "Madagascar: Escape 2 Africa", a mobile game based on the DreamWorks animated film, which opens in U.S. theaters on November 7, 2008. The film is the sequel to the studio's 2005 hit "Madagascar," and is the first title Glu has developed and published with DreamWorks Animation.

"The [Glu team](#) has worked hard to bring 'Madagascar: Escape 2 Africa' to life in a mobile game that retains elements of the movie, but has a unique storyline and game mission onto itself," said Jill Braff, senior vice president of global publishing, Glu. "We've had a great experience in working with the team at DreamWorks Animation to extend this hugely popular property to the mobile platform."

In the game, Alex the lion, Marty the zebra, Melman the giraffe and Gloria the hippo all return to action in their latest outing. The zoo-raised crew is not quite at one with nature as they find themselves in the wildest place of all - [Africa](#).

Gamers roar into action playing as both Alex the lion and Marty the zebra charting a course for a side-scrolling African adventure.

Features of the game include: possibility to play as both Alex the lion and Marty the zebra, up to eight action platform levels filled with puzzles, surprises, mini-tasks and games&nbsp;featuring Alex's famous dance.

The original "Madagascar" film was the no. 1 animated movie of 2005, getting over \$530 million at the box office worldwide. "Madagascar: Escape 2 Africa" brings the entire cast back, including [Ben Stiller](#), Chris Rock, David Schwimmer, Jada Pinkett Smith, Sasha Baron Cohen, Cedric The Entertainer and Andy Richter.

The film will be distributed by Paramount Pictures and will premiere in the U.S. on November 7, 2008. The "Madagascar: Escape 2 Africa" mobile game and content are now available on all major carriers worldwide.&nbsp;