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Build-a-lot, the desktop version
HipSoft

Build-a-lot Goes Mobile, Thanks to Glu

The game will be available starting 2009

Glu, the California-based mobile game publisher, announced the future release of HipSoft's popular "Build-a-lot" game for mobile phones. This comes after the signing of a multi-year deal with HipSoft, which allows Glu to offer the mobile edition of "Build-a-lot" for users across North and Latin America. Build-a-lot for mobiles will offer players the chance to be successful in a competitive housing market - renovate, rent and sell houses in order to win as much cash as possible and become a wealthy businessman or businesswoman. So what we have here is some sort of Tycoon, but only with houses. Talking about the new agreement with HipSoft, Jill Braff, senior vice president of global publishing at Glu, said: "Build-a-lot was one of 2007's most critically and commercially successful online casual games. We are excited to build upon the online title's success with the mobile game. Glu brings a world-class development organization, strong marketing team and deep carrier relationships to the partnership, and we look forward to working with HipSoft's creative team to replicate the Build-a-lot online hit on mobile." Brian Goble, co-founder of HipSoft, further stated: "Glu is a natural partner for us to bring one of our most highly successful games to the mobile phone. Build-a-lot is a strategy game requiring a unique interface that will make the game easy to learn and fun and exciting to play. That's why we're excited to partner with Glu, a company that has had many past successes of turning popular online games to popular mobile games." Unfortunately for those who might want Build-a-lot to hit mobile phones as soon as possible, Glu will only release it at the beginning of 2009. Anyway, if the mobile version of the game is as good as the original one, I guess it's worth the wait.