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## **CBS and Artificial Life Launch Big Brother All-Stars Mobile Game**

*Based on CBS Television Network's reality TV show, Big Brother*

CBS and Artificial Life announced the launch of the Big Brother All-Stars **mobile** game based on CBS Television Network's reality TV show, Big Brother. In this action game, players take on the role of an uninvited visitor and go on a mission to explore a model of the Big Brother house and set up spy cameras. Players sneak around the Big Brother house and must be careful not to get caught! If players are caught by one of the simulated house guests then they will be punished and must either clean the virtual toilet or do the dishes and then they will be kicked out of the Big Brother model house. "We are very excited about this product launch and the opportunity to release the second product in co-operation with CBS Interactive. The game is an action type game closely related to the **content** of the 2006 All Stars version of the popular U.S. TV show," said Eberhard Schoneburg, CEO of Artificial Life. "This mobile game will allow you to have your favorite Big Brother house guests with you on your cell **phone** at all times," said Cyriac Roeding, Vice President of CBS Wireless. "This is exactly the right fit for the Big Brother audience which is both digitally sophisticated and engaged. We are thrilled to be working with Artificial Life to bring Big Brother to virtual life on the mobile platform." "The Big Brother mobile game will be available only in the USA for an initial price of \$2.99. The game is compatible with most mobile phones although some features of the game, storylines and general functionality will vary among **wireless** devices. The game can be acquired **here**.