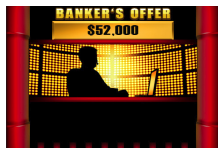


10 November 2008

By: Filip Truta, Apple News Editor

Gameplay screenshot  
Apttism

## [Million Dollar iPhone Game for Just \\$4.99 - Deal Or No Deal](#)

*Popular TV show arrives on Apple handhelds under the form of a casual game*

Based on the hit [TV](#) series of which you too are probably a fan, Deal Or No Deal: Million Dollar Mission brings the action and excitement of the TV show onto your [iPhone](#) or iPod touch. Developed by I-play, the multi-platform casual game publishing division of Oberon Media, Deal Or No Deal has players trying their luck at opening the million dollar case.

The main features of Deal Or No Deal: Million Dollar Mission include support for the multi-touch user interface, animation and an enhanced musical score, 10 levels of increasingly challenging gameplay, "in which choosing the right suitcase becomes a sweat-inducing mind game," according to the makers, and more.

"Enter the high-energy contest of nerves, instincts and raw intuition to try your luck and pick the right suitcase with the million dollar prize," says I-play. "The pressure will mount as new suit cases are opened each round. Will you quit while ahead or lose it all? The Million Dollar Mission is yours, should you choose to accept it!"

"Endemol's Deal Or No Deal is a worldwide hit with millions of fans across the globe and now it's available on the iPhone and iPod touch," said Don Ryan, COO, Oberon Media, I-play's parent company. "The enhanced graphics and gameplay of Deal Or No Deal: Million Dollar Mission perfectly re-create the game show atmosphere, and its action and excitement will have casual gamers so intrigued, they won't be able to put it down.

"As our entertainment becomes more interactive, we at Endemol USA, are thrilled to have Deal Or No Deal be available to iPhone and iPod touch users," said Vice President of Business Development, Strategic Planning & Digital Media, Endemol USA, Joerg Bachmaier. "The increased accessibility will ensure that fans of the show can enjoy Deal Or No Deal any time of day."

The application, based on Endemol's worldwide hit game show franchise, is available for iPhone and iPod touch from [Apple's](#) App Store under the name of "Deal Or No Deal: Million Dollar Mission." Although the game is heavily based on the popular television show, which should have fans jumping up and down as the app installs on their device, reviewers have characterized it as kind of pointless. The repetitive gameplay and continuous tapping of the same area of the screen is mentioned as a big minus. Nevertheless, fans are expected to like the experience.

[Download Deal Or No Deal: Million Dollar Mission via iTunes App Store \(\\$4.99\)](#)