

By: [Cosmi2007](#), Communications News Editor

[Popeye Comes to Mobile Phones](#)

The game will be available at the end of the year

[Namco](#) Networks, one of the leading publishers and developers of wireless games and content, recently announced plans to bring the classic arcade hit Popeye to mobile phones through a partnership with King Features, the world's premier distributor of comics, columns, editorial cartoons, puzzles and games to newspapers. Since his first appearance in comic strips in 1929, Popeye has been one of the most iconic characters of the 20th century. While he has appeared in cartoons, as toys, in theme park attractions, and more, Popeye has also "muscled" his way to success as a videogame hero, starring in a hit arcade game as well as on the [Nintendo](#) Entertainment System. "Popeye is a mass-market icon that has been entertaining adults and kids alike for decades," said Scott Rubin, Vice President of Sales and Marketing for Namco Networks. "We are excited to add Popeye to our lineup of top-selling arcade classic mobile games, which includes PAC-MAN, Ms. PAC-MAN, Galaga, Dig Dug and others." Capturing the spirit of the classic '80s arcade hit, the game lets players be [Popeye](#) on his perennial quest to win back his sweetie while overcoming the antics of his rival Bluto. Collect the hearts, musical notes and cries of "H-E-L-P" that a captured Olive tosses down, while avoiding the Sea Hag's bouncing skulls, Bluto's punches and other dangers. True to the series, Popeye is "strong to the finish" if he gets his spinach, temporarily gaining the strength to go after Bluto and knock him off the screen. Unlike other versions of the game, the mobile edition will include bonus features, like networked components and an enhanced mode with additional game play. Popeye's North American mobile game debut is scheduled for fall 2007.