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## **RICOCHET LABS REDEFINES QUIZ GAMES WITH QRANK First Social iPhone Game to Offer Daily Fresh Content**

**Austin, TX, March 23, 2010** – Ricochet Labs today announced the launch of QRANK, a free social quiz game for the iPhone, iPod Touch, and iPad. QRANK separates itself from competitors by presenting fresh daily questions ripped straight from today's headlines. Plus it lets friends play head-to-head directly in the game, no matter where they are or when they play.

Designed specifically for smartphone users who crave quick, social gameplay, QRANK is an addictive daily ritual. Behind the scenes, the game downloads 20 fresh questions each day as the game launches. A single game of QRANK takes about three minutes to play, so it's the perfect distraction when waiting in line, riding the bus, or sipping a cup of joe.

"QRANK gives casual game players what they can't get enough of: fresh content and new ways to interact with their friends," said Ricochet Labs CEO Rodney Gibbs. "QRANK sets a new standard for mobile quiz games and signals Ricochet Labs' march toward more rich, social, and soon, location-based entertainment."

To celebrate QRANK's launch, Ricochet Labs hosted a celebrity contest during SXSW in which ten famous folks went head-to-head in the game. While astronaut Richard Garriott was beaten by Michael Nesmith of the Monkees and Austin mayor Lee Leffingwell, he still loved game, saying, "I had a great time each day playing and watching for when others submitted their scores. It's a great sign that I still play after the competition is over!"

Via Facebook or Ricochet Labs' own friend network, QRANK players compete against their friends right in the game, seeing their friends' photos and precisely how well they performed, down to how quickly they answered each question. In addition, QRANK's geolocation support allows players to see how they fared against other players in their city, state, country, and even around the world.

QRANK, the social trivia game for iPhone and iPod touch, is available now for free from Apple's App Store. Ricochet Labs will soon release a Facebook version of QRANK and expand the game's location-based features.

### **ABOUT RICOCHET LABS**

Founded in 2009 by veterans of the video game and online media industries, Ricochet Labs develops location-based social games and applications. Combining top-notch gameplay with fresh daily content, Ricochet Labs creates apps that friends love to play together in-person and across the globe. The company is based in Austin, Texas, and QRANK is its first release.

### **ABOUT QRANK**

QRANK (pronounced "crank") is a daily quiz game played with friends. Pulling fresh questions from the Internet, QRANK never runs out of new content as it lets friends compete in fun, short trivia contests. QRANK is available for free from Apple's App Store and soon will be available on Facebook as well.

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