

Ivor the Engine Steams Again in a brand new adventure game for 2011

Submitted by: Dreadnought Design Limited

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London, UK – April 26, 2011 – Smallfilms, the creative powerhouse behind some of Britain's best-loved children's TV characters of our times, today announced the long-awaited return of Ivor the Engine – this time to mobile gaming.

In Ivor and the Dragon, released today on the Apple iTunes Store, players are able to immerse themselves in Ivor's world based on an original story by the late Oliver Postgate. The game features Peter Firmin's original character artwork newly restored and rendered as high-definition graphics for the very first time. Ivor and the Dragon promises to bring a classic railway adventure to the tech-smart generation, both young and old.

The agreement has been brokered by Coolabi, which acts as merchandising and international film sales agent on behalf of Smallfilms and Peter Firmin. Mobile games developer, Dreadnought Design, have been working closely with Smallfilms to deliver a mobile game with cutting-edge development techniques, whilst managing to retain the charm of the original series.

Oliver Postgate's son, Daniel Postgate, says:

"My father's wish was for all the Smallfilms materials to eventually be made available online for everyone to enjoy again, so when we were approached by Dreadnought Design last year, the timing seemed to be perfect for development to begin. Peter Firmin and I are very excited about the launch of this game and are delighted that Dreadnought Design have managed to keep the authenticity of the series whilst managing to bring it back for today's market."

A series of interactive storybooks based on original Ivor the Engine stories are also under development and will be released under the newly created Smallworlds brand.

"This is just the start of an exciting year for Smallfilms," added Daniel. "There is a lot more to come, and from some other familiar faces too, so watch this space!"

Ivor and the Dragon Game on iTunes

UK Link: <http://itunes.apple.com/gb/app/ivor-the-engine/id400910512?mt=8&uo=4>

Price £2.99

US Link: <http://itunes.apple.com/us/app/ivor-the-engine/id400910512?mt=8&uo=4>

Price \$4.99

Press Information available at <http://www.ivortheengineonline.com/press>

iPad game reviewers are invited to make contact with Dreadnought Design for an iTunes promo code

NOTES TO THE EDITOR:

About Smallfilms

Smallfilms is a British company that made animated television programmes for children, during the 1950's, 1960s, 1970s and 1980s. It was a partnership between Oliver Postgate (writer and narrator) and Peter Firmin (model-maker and artist). Several very popular series of short films were made using stop-motion animation, including The Clangers, Noggin the Nog, and Ivor the Engine. Another Smallfilms production, Bagpuss, came top of a BBC poll to find the favourite children's programme.

Ivor the Engine captured the hearts of the British public in black and white in the 1950s and 1960s and again in colour in the 1980s through a series of innovative 5-minute cut-out card animation films, which were screened by the BBC. His adventures along the Merioneth and Llantysilly Rail Traction Company Limited railway were born of the imaginings of Oliver Postgate, who holidayed on occasion in North Wales.

About Dreadnought Design

Dreadnought Design is an independent video games studio based in Hertfordshire, United Kingdom. It was formed in 2010 by John Thornewill who returns to games design after a 20 year absence. Dreadnought Design is possible due to the growing market for apps allowing the resurgence of the small independent developer after 20 years of being locked out by huge-budget console based games developers.

About Coolabi

Coolabi specialises in the ownership, development and creative management of high quality children's and family brands and intellectual property. The current portfolio includes Poppy Cat for Nick Jr, Purple Ronnie, Scarlett & Crimson, The Large Family and Dead Gorgeous. In addition Coolabi also licenses rights to selected brands, including Bagpuss, Clangers, and Ivor the Engine. For more information and a background on the company visit www.coolabi.com.

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