

OBJE and Partners Submit Bluff Wars 2.0 to Apple App Store

Written by Australian Business

SARASOTA, Fla.--([BUSINESS WIRE](#))--OBJ Enterprises (OTCBB: OBJE) and its development partners reached another major milestone this week as the hot new mobile gaming app [Bluff Wars 2.0](#) was submitted to the Apple (NASDAQ: AAPL) App Store.

“The new paid app released today includes 250 new questions so that gamers can play for days on end without running out of new material. It’s an incredibly fun and engaging social experience, and we’re confident it’s going to be a smash.”

The company expects the game to go on sale at both the App Store and the Google (NASDAQ: GOOG) Play platform for Android devices next week.

Developed and released in partnership with [FangTooth Studios](#), *Bluff Wars 2.0* is a hilariously addictive trivia game carefully calibrated to help OBJE capture a growing share of the \$50 billion global mobile app market. Similar in concept to massively popular games such as *Words With Friends* and *Draw Something*, *Bluff Wars* translates the fun of hit party games like Apples from the coffee table to users’ tablets and smartphones.

“The original, free version of *Bluff Wars* was a big hit for FangTooth,” said OBJE CEO Paul Watson. “The new paid app released today includes 250 new questions so that gamers can play for days on end without running out of new material. It’s an incredibly fun and engaging social experience, and we’re confident it’s going to be a smash.”

Bluff Wars 2.0 is OBJE’s second gaming app to be released on Google Play in recent weeks. *Phantasmic*, the first mobile gaming app developed by [Novalon Games](#), is

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already earning revenue on the Android marketplace.

Bluff Wars

2.0 has also been submitted to the Apple (NASDAQ: AAPL) App Store, where the company expects the new game to be available soon.

Through its gaming division, Obscene Interactive, OBJE is working to deliver many more innovative gaming products alongside companies such as Glu Mobile Inc. (NASDAQ: GLUU) and The9 Limited (NASDAQ: NCTY).

About Obscene Interactive

Obscene Interactive, a subsidiary of OBJ Enterprises, Inc. (OBJE), is an emerging global developer of social gaming applications. OBJE's cutting-edge technology platform enables its titles to be accessible to a broad audience of consumers all over the world, supporting multiple platforms for universal appeal. Obscene Interactive is focused on delivering the best in social gaming solutions to the mass market.

For investment information and performance data, please visit www.ObsceneInteractive.com/investors.html

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