

New OBJE Gaming App Bluff Wars 2.0 Surpasses Expectations

Written by Australian Business

SARASOTA, Fla.--([BUSINESS WIRE](#))--*Bluff Wars 2.0*, the hot new mobile gaming app developed and released by OBJ Enterprises (OTCBB: OBJE) in partnership with [FangTooth Studios](#), has exceeded developers' lofty expectations in several crucial performance metrics, the company announced today.

After being downloaded by tens of thousands of users since its release on the Apple (NASDAQ: AAPL) App Store and Google (NASDAQ: GOOG) Play mobile app markets late last month, the hilarious party game has surpassed benchmarks in the average number of sessions per user/per day, average session time and day 1-2 retention rate. The new app's sterling numbers also far exceed those of its free-to-play predecessor, *Bluff Wars 1.0*.

The incredible early success of *Bluff Wars* is tremendous news for OBJE, which is making the game a cornerstone in its efforts to build a lucrative suite of gaming properties to compete in the \$26 billion mobile apps industry. The good news couldn't have come at a better time for the joint venture, either, as OBJE and FangTooth embark on a major marketing campaign designed to bring in hundreds of thousands of new *Bluff Wars* users.

"Given the early viral signs that we're seeing currently, we fully expect to hit all of our target numbers and probably exceed them moving forward," said OBJE CEO Paul Watson. "All signs point to this phenomenon continuing to grow exponentially as we begin our marketing efforts in earnest."

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

About Obscene Interactive

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Obscene Interactive, a subsidiary of OBJ Enterprises, Inc. (OBJE), is an emerging global developer of mobile applications for smartphones and tablet computers. OBJE is building a portfolio of popular gaming titles crafted to appeal to a broad audience of consumers all over the world, supporting multiple mobile platforms for maximum marketing value. Obscene Interactive is focused on delivering the best in social gaming solutions to a mass market in order to capitalize on the rapid expansion of the mobile app marketplace.

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

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