

DBG Sprints Usain Bolt into *Temple Run 2*

Run as the Fastest Man On Earth in the Fastest Growing Mobile Hit Ever

San Francisco, CA, August 1, 2013 – Dimensional Branding Group (DBG), the global licensing agency for Imangi Studios, the developer behind the global sensation *Temple Run*, and Usain Bolt, the six-time Olympic Gold Medalist and world's fastest man, today announce one of the greatest videogame & athlete cameo cross-overs of all time as Usain Bolt is now a playable character in *Temple Run 2*. As the first branded character in *Temple Run* history, Usain Bolt's worldwide recognition demonstrates the global and cultural reach of the original endless runner game.

"I am a big fan of *Temple Run*. I travel all over the world and travel time gives me lots of opportunity to play *Temple Run* at airports or on car journeys," says Usain Bolt. "It's exciting to see myself represented within a game I already play."

The Usain Bolt character is outfitted in his signature yellow and green, and designed with 3D graphics to deliver a life-like representation. Just like Bolt, the character is gifted with special and unique abilities, allowing him to boost ahead at a record-breaking pace while activating the coin magnet at the same time. Watch out and don't let Bolt get eaten by the Evil Demon Monkeys!

"This seemed like the most obvious and fitting partnership," explains Keith Shepherd, co-founder of Imangi Studios. "Personally, we are huge Bolt fans and watched him race to gold last year in London. We cannot think of a better personality and role model to represent the game and encourage our players to keep running."

With over 500 million downloads between *Temple Run* and *Temple Run 2*, the series is one of the biggest in mobile gaming. DBG and its sub agency network of Lisle International for Europe, Wild Pumpkin for Australia and Empire Multimedia for Pan China region have expanded the *Temple Run* brand to include apparel, publishing, digital comics, and card and board games among other licensing partnerships. Imangi has collaborated twice with Disney to launch *Temple Run: Brave* and *Temple Run: Oz*. Both games reached the #1 slot on the App Store.



The Usain Bolt character is available now as an in-app purchase in *Temple Run 2* for \$0.99, for a limited time only. Download Temple Run 2 on [iOS](#) or [Android](#).

Assets

Download screenshots and character assets [here](#).

About Imangi Studios

Imangi Studios was founded by husband and wife team Keith Shepherd and Natalia Luckyanova in 2008 with the goal of creating small fun games for everyone to enjoy. What started as a dream job for the couple has evolved into a successful business, with Keith and Natalia now working with a team of other talented game creators. In 2011, the studio developed the mega-hit *Temple Run*, and followed with *Temple Run 2* in 2012. The two games have been downloaded over 500 million times. Based in North Carolina, Imangi Studios is a self-funded and fully independent studio.

[Official Website](#) | [Facebook](#) | [@TempleRun](#)

About Usain Bolt

Usain Bolt is a six times Olympic gold medallist and ‘the fastest man in the world’. The Jamaican sprinter holds the world records in the 100m (9.58 secs), 200m (19.19 secs) and 4x100m (36.84 secs). He has been winning medals and breaking records since 2002 when he won the IAAF World Junior T&F Championships in Kingston, Jamaica. He is a five times World Champion.

[Official Website](#) | [Facebook](#) | [@UsainBolt](#)

About Dimensional Branding Group, LLC

The San Francisco Bay Area based brand extension agency that focuses on brand licensing, business development and promotion services with a unique emphasis on the interactive & digital channels. DBG specializes in developing toys & games, iconic brands & digital trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet among others), Temple Run, Hawken, Fight My Monster, Jenga, Skee-Ball, Chronicle Books, Urban Dictionary, Miniclip and its company owned titles (Gravity Guy, Fragger, 8 Ball Pool), Worst-Case Scenario & Bob’s Space Racers among others. www.dimensionalbranding.com

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