



**indiePub now accepting entries for the  
Independent Propeller Awards  
video game development competition**

***indiePub will award \$50,000 in prizes to five indie game developers  
at the 2012 South by Southwest Interactive ScreenBurn.***

**CINCINNATI, OHIO (USA) – November 15, 2011** – indiePub, a subsidiary of Zoo Entertainment, Inc. (NASDAQ CM: ZOOG), is now accepting entries for its **2012 Independent Propeller Awards** video game development competition to be presented during the 2012 South by Southwest (SXSW) ScreenBurn Arcade to be held in Austin, TX (USA). This is indiePub's fifth independent game development contest.

Game developers have until December 15, 2011, to submit their games to be considered for a chance to win the \$25,000 Grand Prize or a \$5,000 individual category prize: Best Art, Best Audio, Best Design, Technical Excellence or Mobile Game. Games can be submitted through [contest.indiePub.com](http://contest.indiePub.com).

Winners will be announced during an awards ceremony to be held on March 9, 2012, during SXSW ScreenBurn and may have the opportunity to have their games published by indiePub.

The winning games will also be demonstrated March 9 through 11, 2012, in indiePub's SXSW Interactive ScreenBurn Arcade booth located in the Austin Convention Center. The ScreenBurn Arcade will be free and open to the public.



## Independent Propeller Awards Competition Timeline:

- November 15, 2011 – Developers can begin entering their game through indiePub.com.
- December 15, 2011 – Submissions end at midnight. Judging begins.
- February 7, 2012 – Finalists will be announced.
- March 9, 2012 – Winners announced at an awards ceremony during the South by Southwest Interactive ScreenBurn event.

For more information about the **2012 Independent Propeller Awards** and a list of last year's Independent Propeller Awards winners, visit [indiePub.com](http://indiePub.com).

To request press credentials for SXSW Interactive, please visit: [http://sxsw.com/press/general\\_information/press\\_accreditation](http://sxsw.com/press/general_information/press_accreditation) or contact Kelly Krause at 512-467-7979 and [interpress@sxsw.com](mailto:interpress@sxsw.com).

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### About indiePub

indiePub ([indiePub.com](http://indiePub.com)) is a leader in promoting independent video games and their developers. indiePub has engaged indie game developers and gamers by providing resources to collaborate and create innovative games as well as sponsoring competitions including the Independent Propeller Awards. indiePub is a developer, publisher and distributor of independently created video games for various platforms including game consoles, handheld game systems, mobile devices and tablets. indiePub's elite indie game lineup includes *Kona's Crate*, *Vessel*, *Storm*, *Fractal*, *Capsized*, *Totem Destroyer Deluxe* and several yet-to-be announced games.

### About SXSW Interactive

The 19th annual SXSW Interactive festival will take place March 9-13, 2012 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2012 for the panels, the parties, the 15th Annual Interactive Awards, Startup Village, ScreenBurn at SXSW, the SXSW Trade Show and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2012 is sponsored by Miller Lite, Chevrolet, IFC, Pepsi, PepsiMax, Monster Energy, Samsung and The Austin Chronicle.

**SOURCE:** indiePub

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