

GamoVation presents new real-time online multiplayer game "FISH ALWAYS ONLINE" (FISHAO)

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GamoVation launched its new real-time multiplayer fish game **FISHAO** today, playable via web browser and Facebook. The Dutch game developer GamoVation has been working on the development of the new game for two and a half years. In **FISHAO**, the players spend time in a number of fishing areas and just as in the real world each area offers different species of fish. Not all territories are readily accessible: some areas have to be unlocked before a player can enter them. The aim of the game is to complete daily objectives, catch all fish and complete the Fishdex, play in online tournaments, make friends, play mini games together and countless other daily activities.

GamoVation, a young group of Dutch game entrepreneurs and publishers, was recently chosen for the "25 under 25" by the Dutch Sprout magazine. A specific choice was made for an accessible game, focused mainly on social gamers. **FISHAO** is a game in which gamers can fish, walk around and chat together.

Because of its use of a beta version professionals and journalists in the game world have already compared **FISHAO** to Nintendo's hit games Animal Crossing and Pokémon. The urge to fish and collect in the Pokémon series combined with the nonchalant carefree life in Animal Crossing corresponds to **FISHAO**'s aims. Just as in real life the game has an advanced day and night system. Daimy Stroeve, co-founder of GamoVation: "*When it gets dark at the player's home, it is also dark in **FISHAO**. Can a fish only be caught in the mornings? Or in the month of January? Then there's a good chance that this will be the same in **FISHAO***", says Stroeve with a smile.

GamoVation has a number of major updates planned in the short term. In the autumn you will be able to sell the caught fish on the fish market and the player can furnish his own house to his own taste by shopping at the local Deco Shop. The GamoVation team will continue to add new features to the game in the coming years.

International partnerships with Big Fish Games, Inc. and Roundgames GamoVation's marketing strategy is mainly based on collaborative ventures. Any publisher, large or small, can promote **FISHAO** using the affiliate system developed in-house. In exchange the publishers receive part of the proceeds from the players that they recruit. "*We do not reward publishers per newly recruited player, but by letting them share in the proceeds. This is a win-win situation for both parties because of the purchase of virtual products*", according to Joppe Houpt.

FISHAO is available free via <https://www.fishao.com>, Facebook and shortly also via a number of large national and international gaming websites. At this time GamoVation has also entered into countless collaboration agreements, such as with

<http://www.roundgames.com>, also chosen by Sprout Magazine in 2009 for the “25 under 25” and with Big Fish Games, Inc., the world’s largest producer of casual games, where it will be found for free on <http://www.BigFishGames.com>. International parties are also getting involved with GamoVation. “*Big publishers*” according to Joppe Houpt, GamoVation’s general director. “*Game networks with several million visitors per month. All in all an exciting development*”.