



WHERE FUN IS MADE !

Making Fun is Serious Business

Entertaining kids, especially game enthusiasts, is an art form. Making fun is our business. The Game Factory is dedicated to perfecting the formula for fun. We spend 24 hours a day combining the “lives” of established children’s characters into true, interactive video-game adventures. Our commitment is to produce games which not only stimulate the players’ curiosity, but fulfill the basic need for fun.

The Game Factory is a fully-owned subsidiary of K.E. Mathiasen A/S, one of the largest children’s products companies in Northern Europe. We therefore benefit from 40 years experience in entertaining, understanding and perfecting the art of play. In our opinion, that forms the best basis of a game factory. Where else could fun be made?

Entertaining the Player: That’s the Name of the Game

The Game Factory is dedicated to perfecting the formula for fun. Our portfolio of licensed games is made up of characters that appeal to the young, casual gamer.

At The Game Factory, we strive to ensure that the true nature and spirit come to life in the play and graphics of the game. By combining the adventures of well-known characters in a variety of video game platforms, The Game Factory produces a full portfolio of titles for the young gaming enthusiast.

The Game Factory: Focused on Fun

The Game Factory is on a mission to make fun games for the young, casual gamer. Everything we do, every license we acquire and every game we develop is driven by a commitment to the player. The Game Factory’s quest to create fun and unique games means that we understand how to stimulate the player’s creativity and urge to return to a game time after time. Connecting to known characters through the medium of interactive games is an adventure for all gamers. We consider the thrills laughter and return-play of our players to be the highest recommendation of our work. At The Game Factory, we know that playful thinking is a very serious business.

Ready to Serve You...

In addition to our head office, located just outside of Århus, Denmark, The Game Factory has two fully-owned subsidiaries in Los Angeles, California and London, England.

International Head Office:

The Game Factory ApS
Sintrupvej 12
8220 Brabrand
Denmark
Tel: +45 89 44 22 00
Fax: +45 89 44 22 22

European sales office:

The Game Factory Ltd
3000 Hillwood Drive
Chertsey, Surrey KT16ORS
United Kingdom
Tel: +44 (0) 870 3514352
Fax: +44 (0) 870 3514383

The American Game Factory Inc.

1337 3rd St. Promenade, Suite 301
Santa Monica
CA 90401
Tel: 310 393 7931
Fax: 310 899 3741