

Fish Tycoon Wins 2004 Parent's Choice Recommended Award

SAN FRANCISCO - - September 30, 2004 - LDW Software, a top producer of real-time games and simulations for Palm OS and Pocket PC devices has received the 2004 Parents' Choice Recommended Award from the Parents' Choice Foundation. This Award signifies approval and, even beyond that, thorough recommendation for reasons of production, appeal and fulfillment of its clear intent.

Fish Tycoon was rated suitable for players aged 6 & Up by the Foundation. The game takes place in the Island of Isola where the player must take care of fish by feeding them, fighting off diseases, breeding them, and selling them, to buy rarer fish eggs, plants, and research technologies - all in the quest to find the seven magic fish that will save the island..

"For anyone entertained by simulation or strategy games, it will be an immediate favorite." stated the review from the Parents' Choice Foundation. "Fish Tycoon is clearly fun to play at any age. Moreover, it passed my educational content test with flying fish colors. A house full of teenagers on summer break opened our encyclopedia and searched the Internet for information on many of the 421 breeds of fish featured in this program, wholeheartedly agreeing with the claim that this program is a pocket- sized aquarium.

"We are delighted to receive this recognition from the Parent's Choice Foundation.", says Arthur Humphrey, CEO of Last Day of Work, "We have parents telling us that they are using this game to test if their children are ready for a real pet, since if you don't take care of your virtual fish they will not do well. We love to hear this creative use of our game."

About Parent's Choice Foundation

Established in 1978, the Parents' Choice Foundation is America's oldest not-for-profit evaluator of children's products. The Foundation's purpose is to search out and recommend products that help kids grow - imaginatively, physically, morally and mentally - fairly priced products that are fun, safe and socially sound.

About Last Day of Work

Last Day of Work is a Northern California based independent game development studio. The company specializes in handheld games that bend the definitions of existing genres and run in true real-time. For more information, visit www.LDW.com