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Media and Public Relations

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## **The Jim Henson Company Signs PlayTales to Develop New Fraggles Rock Mobile Application for ongoing 30<sup>th</sup> Anniversary Celebration**

*iOS users worldwide can create music and interact with their favorite Fraggles with the new Fraggles Rock Music Maker app*

(New York, October 21, 2013) PlayTales, S.L. In celebration of Fraggles Rock's 30<sup>th</sup> Anniversary, [The Jim Henson Company](#) has organized events, contests, and the launch of limited edition merchandise. The Jim Henson Company has partnered with [PlayTales](#), an award winning children's app developer, on the creation of [Fraggles Rock Music Maker](#). The app is inspired by the unique musical characteristics associated with Jim Henson's popular "Fraggles Rock" television series.

"Music plays such an iconic role in the original series, we wanted to produce an app that would give families a chance to interact and play with their favorite 'Fraggles Rock' characters in a unique and musical way," said Melissa Segal, Executive Vice President of Global Consumer Products, The Jim Henson Company. "The PlayTales app brings a new innovative touch point to the Fraggles Rock franchise and is a great addition to our 30<sup>th</sup> Anniversary celebration product line up."

Fraggles Rock Music Maker features the five most iconic characters from the series; Wembley, Gobo, Red, Mokey, and Boober, and is set in their home, in the caves of Fraggles Rock. The app is designed around the Fraggles' love of music. Users are able to enjoy five different activities filled with interactive features and unlimited fun! The app also features new covers of beloved songs from the Fraggles Rock series by popular indie artists. Pablo Benitez, PlayTales CTO, comments on the development of Fraggles Rock Music Maker, "Fraggles Rock Music Maker has been a great project to work on. Our entire staff grew up watching the show so it was really special for us to have the opportunity to give fellow Fraggles fans a fun new way to interact with their favorite characters." From October 21<sup>st</sup> to 28<sup>th</sup>, 2013 PlayTales, [Cupcake Digital](#), and The Jim Henson Company will be offering Fraggles fans the chance to win promo-codes for three different Fraggles Rock mobile apps as well as official merchandise through this special [giveaway](#).

Jam out with Gobo, run with Red, and conduct and create awesome music sequences with the whole gang in the newest "Fraggles Rock" application! [Fraggles Rock Music Maker](#) is now available in the iTunes App Store and can be purchased for \$2.99.

### **ABOUT FRAGGLES ROCK**

Created by Jim Henson, Fraggles Rock stars a cast of puppet creatures called Fraggles, quirky cave-dwellers who live in an underground world alongside their industrious green neighbors, the Doozers and a family of enormous Gorgs. The show has been seen in over 80 countries and continues to enjoy a loyal international fan following while encouraging friendship, tolerance and diversity with fun adventures and a unique mix of music from all genres including folk, blues, gospel, country and rock.

**ABOUT PLAYTALES:**

PlayTales is a wholly-owned subsidiary of Genera Interactive, an internationally based multi-platform mobile entertainment and utilities provider with offices in USA, UK, Spain, Romania, and China. Founded in 2010, PlayTales develops and distributes interactive children's books within its award-winning bookstore apps. PlayTales applications can be downloaded from Apple's App Store, Google Play, Amazon.com, and Blackberry App World. Like PlayTales on [Facebook](#) and follow them on Twitter [@PlayTales](#). Learn more about PlayTales interactive stories at [www.playtales.com](http://www.playtales.com).

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