

Development Team Bares (almost) All
to Unveil **TOLACA ROCKS**, a-First of its Kind Puzzle Game
Available now on App Store and Google play from NorthSouth Studios

Los Angeles/Lima March 9th, 2016 --

A team of Peruvian developers has released an addictive new puzzle game, **TOLACA ROCKS**, for IOS and Android devices. In recent years, Peru has captured the world's attention for its extraordinarily creative cuisine, and now it can proudly add gaming to its fame. Casual gamers and puzzle enthusiasts encounter mind-bending challenges as they help Tolaca, the hungry caveman, destroy rocks to clear a path to his goal – a tasty morsel...and another...and another...140 morsels (and levels) in all. **TOLACA ROCKS** is free to play, easy to learn and impossible to put down!

TOLACA ROCKS got its name from Peruvian slang for the word naked, but there's no nudity in the game. Oscar Freyre, who invented the ingenious game mechanic, explains it this way: " I had an idea that I had worked on for some time and finally decided to show it to one of the other developers in the office. When he saw it, the gameplay was there but the art was pretty much nonexistent. My buddy liked it but called it "Tolaca" because it was so bare bones. Even after our art department built an amazing character and world around the game, the name stuck and Tolaca was born."

TOLACA ROCKS takes place in a colorful set of prehistoric worlds. Tolaca, the main character, is playful and reacts to his victories and defeats with fun animations and sound effects.

TOLACA ROCKS features:

- A new and unique, addictive puzzle mechanic
- Playful character and outstanding graphics
- Free play through 140 prehistoric worlds
- Fun sound effects
- Original soundtrack
- Tolaca is good to the last rock!

Company CEO Bill Newell is introducing **TOLACA ROCKS** to the gaming community at the Game Developers Conference in the booth sponsored by PROM Peru, a Peruvian government agency dedicated to promoting business growth in Peru. “We’re proud and excited to be one of the first Peruvian developers to release a mobile app in the US. Peru is a country with tremendous untapped talent and a distinctly American (North and South) sensibility. Our team grew up watching the same TV shows and listening to the same music as the kids in Silicon Valley and they know what makes a great gaming experience. We are also fortunate to have the support of PROM Peru in helping us display our products at the Game Developers Conference.”

Learn more at www.tolacarocks.com.

Game logo and images can be found here:
<http://www.tolacarocks.com/pressinfo>

About NorthSouth Studios

North South Studios is a full-service digital studio specializing in innovative products for web, mobile and tablet platforms. Our developers are skilled at both front-end and back-end applications. We have produced many products for clients including Leapfrog, Cookie Jar, Mattel, Fisher Price, Fingerprint Play, and others. *TOLACA ROCKS* is our first original game. To learn more about Northsouth Studios, visit www.northsouthstudios.com

###

For more information or to schedule an interview contact:

Sarina Simon

ssimon@northsouthstudios.com

+01 (323) 874-1432