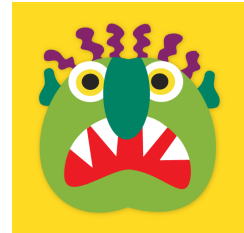


For Immediate Release:
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The Big Green Monster-- now lurking on iPhones and iPads everywhere!

Turn scary into silly this Halloween when Ed Emberley's beloved and best-selling book, *Go Away, Big Green Monster!*, comes to mobile. Cleverly die-cut with bold colors and overlapping pages just like the book, this app from Night & Day Studios progressively reveals (and then removes) each piece of the Big Green Monster -- putting all the power in the child's hands. Add the Monster's eyes, hair, ears, nose; poke him to see what he does and watch him as he comes to life... but don't get scared!

Kids can read through the app one of four different ways:

- Read Along with a Friend: be guided through the app by a funny four-year-old narrator
- Read Along with Ed: Ed Emberley himself narrates the experience!
- Sing Along Mode: watch as the app turns into a musical, animated experience, with music composed and performed by Ed's granddaughter Adrian Carney.
- Read Yourself: no narration for reading aloud with your child

With whimsical illustrations and animation, fun and familiar voices and a "surprise" flashlight ending, *Go Away, Big Green Monster!* enables kids to take control of the "scary" monster and learn how to not be afraid, and have fun!

Caldecott award winner, Ed Emberley has been illustrating and writing books for kids since the 60's. He is the author of the enormously popular "How to Draw" series, coming soon to iPad and iPhones too!

The app is available worldwide for the iPhone and iPad for \$2.99. An Android version is on it's way! More info can be found at: www.ed-emberley-apps.com

Night & Day Studios develops arts, education, and entertainment apps. We have created 40 iPhone and Android applications including Peekaboo Barn, an award-winning kids' game featured by Apple and the New York Times. If you'd like more Ed Emberley apps, check out Shake & Make, a puzzle game based on Ed's art. Our most recent releases are Richard Scarry's Busytown, Caillou's World, and Eric Carle's Counting with the Very Hungry Caterpillar.

www.nightanddaystudios.com

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