

For Immediate Release:
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Becoming a Luchstar with this Make-Your-Own Mask app!

Portland, OR 10/13/11: If you've ever dreamt of wearing a Luchador mask and creating your own persona to show off to your family and friends, Lucha Libre USA's Make Your Own Masked Warriors app is a must-have! And just in time for Halloween hijinks.

Secret identities, challenging fights, and excitement in the ring are all must-have components of every match and episode of MTV's Lucha Libre USA: Masked Warriors. With this app, from Night & Day Studios and Lucha Libre USA, fans will be able to jump over the ropes and join the Lucha Libre Mexican wrestling team themselves.

Channeling the spirit of the fight, you'll be able to create an authentic mask by taking a picture of yourself, a friend, or even pets, and then choose the color, style and design of the mask. Pick from a variety of pre-made masks, or design one from scratch. When you're finished, put your masked creation on a wrestling fighting poster and pick an actual opponent from MTV's Lucha Libre USA wrestling team to battle!

Keeping it authentic, the app allows users to join either the Rudos or Técnicos teams (the Good and the Bad), come up with a fighter's name, and stay in proper Luchador form by choosing a male (whole face) or female (partial face) mask.

A global phenomenon with millions of fans around the world, Lucha Libre boasts a 75-year history of colorful, fun-for-the-whole family entertainment. The mystique of the mask is a major part of what makes this sport so unique and exciting. The tradition of wearing masks harkens back to the Aztecs and their designs are meant to evoke the power of animals, gods and other ancient heroes. The "luchador" or wrestler takes on the identity of the mask and considers it a sacred part of his identity.

The app is available worldwide for the iPhone for \$.99. An Android version is on it's way. www.lucha-libre-apps.com

Lucha Libre USA has brought in a well-known, world-class roster of Mexican and U.S. wrestlers, like Lizmark Jr. Super Nova, Marco Corleone, Shane Helms and Tinieblas Jr. Masked Warriors also features a variety of talent including females, mini's, heavyweights and high-flying stars who go head to head in a 6 sided Hexalateral ring. Masked Warriors is produced by former WCW Nitro Executive Producer and Director Craig Leathers. The show airs Saturdays at 10am EST on MTV2.

Night & Day Studios is an international software house, who have completed over 45 apps for publishers, TV networks, and mass audiences.

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