

For Immediate Release:
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The world's most-loved Caterpillar is crawling his way into iPhones, iPads, and Android devices everywhere!

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The Very Hungry Caterpillar is making his worldwide mobile debut! Night & Day Studios along with licensor Chorion is excited to announce their second iPhone app and first Android release for the World of Eric Carle: a math game which stars the Caterpillar and all his favorite foods. Counting with the Caterpillar is an app designed to help kids ages two and up learn the fundamentals of math, numbers and counting – all set within the beautiful world Eric Carle created in one of the greatest childhood classic books of all time.

Renowned author and illustrator of more than 70 children's books, Carle has sold over 110 million copies of his books worldwide. The iconic *The Very Hungry Caterpillar*, is loved for its charming story, gorgeous collage, educational themes, and the holes 'eaten' through the pages. For this app we have chosen to focus on the food and number sequences themes innately part of the story. We have made them interactive, bringing them to life for the first time!

Counting with the Caterpillar helps build a basic math foundation for toddlers, preschoolers, and early elementary by offering five levels of increasing difficulty, each highlighting a different set of skills. The Caterpillar will ask you to eat fruits and foods, familiar from the book. Take a bite by tapping on them to punch out a hole, and find out if you chose correctly. Levels One through Four gradually build up the concepts of numerals, sequence, quantity, and addition. Level Five puts it all together – with a time limit! Fruits and foods quickly slide into view while you try to keep up with what the Caterpillar is asking you to eat.

The app is available worldwide, and is localized in UK English, Spanish, Dutch, German, French, and Japanese. The iPhone, iPad, and Android versions are \$2.99.
www.caterpillar-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 Eric Carle apps, check out My Very First App, based on the My Very First book series. Please look out for our recent releases, Richard Scarry's Busytown and Caillou's World.
www.nightanddaystudios.com

Our Facebook page: www.facebook.com/nightanddaystudios
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Chorion is a leading provider of quality family entertainment for the global marketplace. Chorion brings a combination of brand management savvy and creative vision to the development of literary copyrights across all media. Chorion's portfolio includes classic children's brands such as *Mr. Men and Little Miss*, *Beatrix Potter*, *Paddington*, *Noddy*, *OLIVIA*, and *The World of Eric Carle* as well as art and lifestyle brands. Chorion also owns and manages the literary works of Agatha Christie, Raymond Chandler and Georges Simenon, among others. Chorion's animated television productions include *OLIVIA*, *The Mr. Men Show*, *Famous Five: On the Case* and *Noddy and Noddy in Toyland*. New productions for 2010 include *The Octonauts* and *Gaspard and Lisa*. Chorion has offices in London, New York and Sydney. For more information, please visit www.chorion.co.uk