

FOR IMMEDIATE RELEASE

Pole To Win Introduces Mobile Testing, Localization Services to U.S. Studios

Mobile Developers Now Able to Fully Test Applications, Apps Prior to Launch

SUNNYVALE, Calif. – Feb. 16, 2011 – [Pole To Win America](#), one of the world’s largest game testing company group, has started offering mobile testing services for games and apps for the Android and iOS.

The new mobile testing and localization services are now available in the company’s Sunnyvale studio and also in Japan.

When it comes to quality control, developers often find delivering a game (or app) free of software bugs to be elusive. Testing requires a large number of professional testers. Localizing applications is also a challenge for companies without the funds to hire qualified linguists with native language skills.

Pole To Win has a 10-year track-record encompassing the testing of both games and apps on more than 600 different handsets in Japan. U.S. companies targeting the Japanese market can also get the Japan-based company to localize their game and/or app in any language, the kind of multi-national support few competitors are able to offer.

“Our experience testing mobile applications in Japan, in tandem with our U.S. console testing service, launched in 2010, will allow Pole To Win America to offer superior mobile testing as well as localization services,” Tepei Tachibana, President and CEO, Pole To Win America said. “We will offer the same quality and customer satisfaction we have demonstrated in the console space, helping mobile developers deliver highly-polished apps and games on time and on budget.”

Since founding its Silicon Valley operations in August of 2009, Pole To Win America has handled testing for 50 U.S. publishers, working on more than 150 titles for console, mobile devices and the PC. The company has also done work for 16 of the 20 largest publishers, worldwide.

For a complete list of services and more information, please visit the PTWA website at www.poletowinamerica.com or the PTW site, www.ptw.co.jp.

About Pole To Win America, Inc.

Pole to Win America is a 100% subsidiary of Pole To Win. Pole To Win was established in 1994 in Japan covering a range of services over the past 17 years, primarily testing and localizing entertainment software. Our studio locations in Japan spans to 7 locations with over 2,000 testers and localizers working around the clock, we have made our mark as one of the world’s largest testing company. We have tested over 6,000 titles and we continue to provide our services to renowned publishers and developers around the globe.

In the last decade, PTW has expanded into testing for mobile phone applications, personal computer software suites, enterprise software, business systems and other fields where software testing is needed.

Media contact:

Derek Asato or Luis Levy
The Bohle Company
310 785 0515 Ext 201 / 204
derek@bohle.com / luis@bohle.com