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Electronic Arts

Real Racing 3 iOS App – App Store Description



Description

****#1 Top Free App in over 90 countries****

Real Racing 3 sets a new standard for mobile racing games – it really must be experienced to be believed.

Trailblazing new features include officially licensed tracks, an expanded 22-car grid, and over 45 meticulously detailed cars from makers like Porsche, Lamborghini, Dodge, Bugatti, and Audi. Plus, racing with friends gets kicked into another dimension with the reality-bending Time Shifted Multiplayer™ (TSM) technology.

****This is a highly detailed game of superior quality. Please make sure you have at least 1.2GB of free space on your device.****

PRAISE FOR REAL RACING 3

"Feels a full generation ahead of the competition" (IGN, 9.1/10, Editors' Choice)

"A stunning visual masterpiece on mobile" (Touch Arcade)

"Sets the new standard on mobile for racing games" (Pocket Gamer, 9/10, Gold Award)

REAL CARS

Featuring Real Racing's largest roster of cars yet, don't miss our new manufacturers like Porsche, Lamborghini, Dodge, Bugatti, and Audi. Take the wheels of over 45 intensely detailed racers and test your skills on an authentic 22-car race grid – for the first time on mobile.

REAL TRACKS

In another first for the Real Racing series, burn rubber on a full lineup of real tracks in multiple configurations from top locations around the world, including Mazda Raceway Laguna Seca, Circuit de Spa-Francorchamps, Silverstone, Hockenheimring, and many more.

REAL PEOPLE

Like nothing you've seen before, our innovative new Time Shifted Multiplayer™ lets you race anyone, anytime – even if they're offline! Every career event is filled with fully interactive, AI-controlled time-shifted versions of your Game Center or Facebook friends, as well as other players from around the world.

MORE CHOICES THAN EVER

Compete in over 900 events like cup races, eliminations, endurance challenges, and drag races. Upgrade your car parts to maximize performance. See the action through a variety of camera angles and fine-tune the controls to your personal preference.

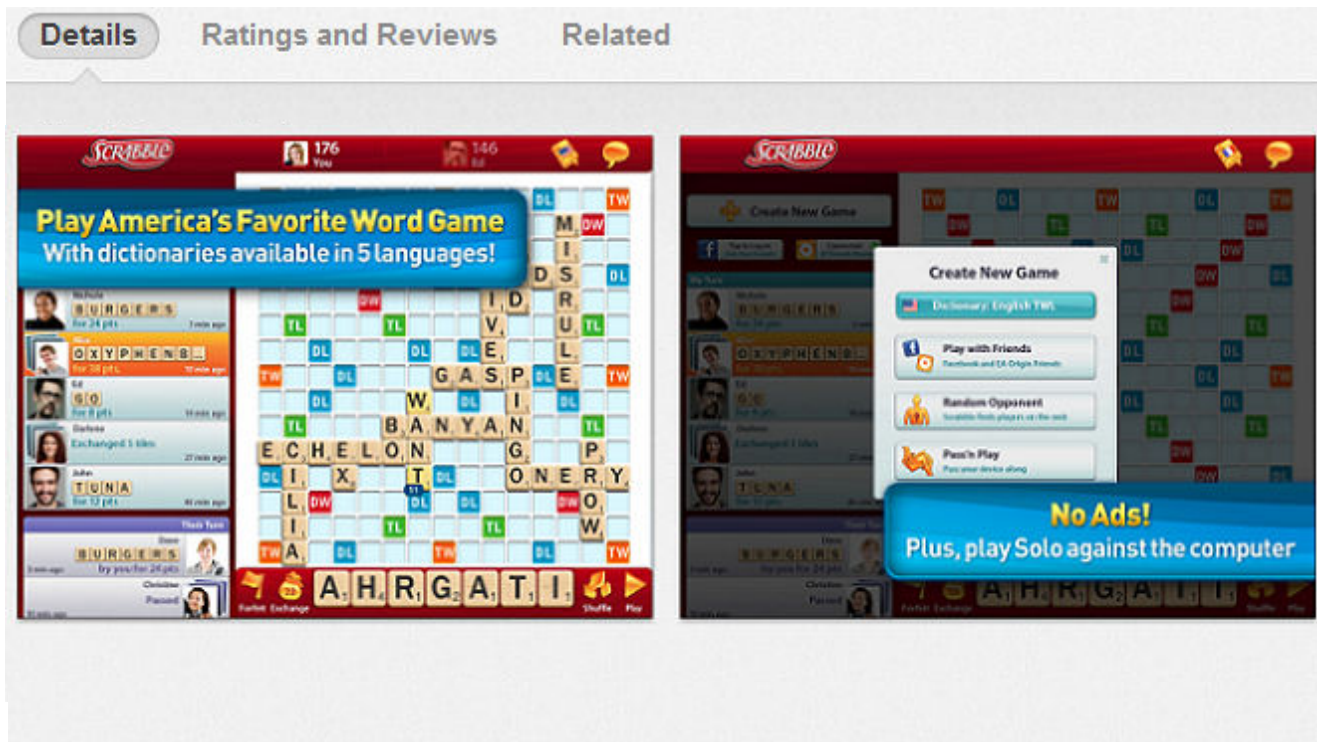
THE PREMIER RACING EXPERIENCE

Powered by the remarkable new Mint™ 3 Engine, Real Racing 3 features persistent car damage, fully functioning rear view mirrors, and dynamic reflections for a super-enhanced racing reality. Enjoy a rich, next-gen game with the most advanced cross-platform social and competitive racing community ever. Real Racing 3 delivers it all.

Welcome to the definitive racing experience for everyone, everywhere.

Electronic Arts

SCRABBLE iOS App – App Store Description



Description

CONNECT WITH FRIENDS. PLAY WITH WORDS. Get a game of SCRABBLE going with just about anyone! The original word game you know and love is now better than ever. Plus, now you can play SCRABBLE in English, French, Italian, German, or Spanish.

WHO WILL YOU PLAY?

- Challenge friends via Facebook and more
- Find an instant opponent with a single touch
- Play solo against the computer
- Get up to 50 games going at once

SHOW OFF YOUR SKILLS

Connect to Facebook and share your best scores. You can even talk a good game with enhanced chat and notification features.

IMPROVE YOUR SCORES WITH THE TEACHER

Become a SCRABBLE master with the exclusive "Teacher" feature – see what your best word could have been after every turn.

LOSS FOR WORDS?

Use the in-game word list, built-in official SCRABBLE dictionary, or the exclusive Best Word feature to see your highest scoring choices.

LOOK SHARP!

View every detail on the board with HD-quality graphics made to maximize the Retina display.

Ready for the first and last word in word games? Don't accept imitations. Just say, "LET'S PLAY SCRABBLE!"

Electronic Arts

What's New Copy: Appearing on app marketplace pages, this copy is used to encourage existing app users to install updates.

MONOPOLY iPhone App – What's New Copy

What's New in Version 2.2.25 Posted Jan 07, 2013

Turn off the Water Works – we're now enhanced for iPhone 5! Update now to make this classic look better than ever. We've also made behind-the-scenes fixes to keep everything running smoothly. Update now!

As always, thanks for playing MONOPOLY!

MONOPOLY Hotels iPhone App – What's New Copy

Version 1.0.48 Posted Feb 11, 2013

Great news for all you multi-tasking MONOPOLY moguls: MONOPOLY Hotels now has fast app switching (it's more convenient than room service!). We've also made some behind-the-scenes adjustments to keep your hotel staff at 5-star quality.

Thanks to everyone for making MONOPOLY Hotels a hit on the App Store. Get ready for an even better game experience!

Word Smack iPad App – What's New Copy

What's New in Version 1.3.36 Posted Apr 02, 2013

Ready for an even faster Word Smack experience? We've made behind-the-scenes adjustments to speed up loading times! We've also made other improvements so you can keep guessing those words with ease.

Thanks for playing Word Smack. Now go talk some smack!

World Series of YAHTZEE Free iPad App – What's New Copy

What's New in Version 1.3.1 Posted Mar 15, 2013

Update now for faster loading times, so you won't be kept waiting for your next turn. Plus, get more out of WSOY with the new interactive tutorial, which tells you how to score big!

Version 1.3.0 Posted Jan 07, 2013

UPGRADE YOUR ROLL! Update now to rock the roll with even more ease. We've made some behind-the-scenes enhancements to ensure your dice-rolling is faster and smoother than ever.

Electronic Arts

Push Note: Sent to users' mobile devices, this short copy can be used to communicate a wide variety of messages.

SCRABBLE iOS FREE App – Re-Engagement Push Notes

- Putting off that rematch against your old English professor? Get the new SCRABBLE now and practice with random opponents!
- It's been a while. Come back and see who's playing SCRABBLE! Get the new FREE version today.
- The new SCRABBLE FREE is better than ever! Have you tried the latest features?
- Want to score some points with the Mensa crowd? SCRABBLE's a sure-fire winner. Get it now!
- Did one of your friends just start a game with a TWO-LETTER WORD?! School's about to be in session. Get the new SCRABBLE!
- Thousands of people are playing SCRABBLE at this very moment. Are any of them as good as you? Find out now in the new SCRABBLE!
- Test your word skills with a match against a random opponent! Who will YOU play? Get the new SCRABBLE and find out!

FOOD & DRINK



Go Fancy or Go Home

With prosciutto, fig spread and double-cream brie, this is not just some children's sandwich. If you have an advanced palette and want a taste of Heaven, you've found it here.

FOOD & DRINK



One Pie to Rule Them All

Wherever you weigh in on the great pie debate, you have to admit that blueberries make one killer filler. Mahalo cooking expert Stacy Hicks is your blueberry pie hook-up.

FOOD & DRINK



The Muffins, Man

There is such a thing as the perfect muffin, and with the help of Mahalo cooking expert Miranda Valentine, you can learn how to make it.

FOOD & DRINK



Enjoy a Southern Classic

If you're eating store-bought cornbread, you're missing out. Find out how to bake up a steaming pan of yummy cornbread.

Mahalo.com
MMA Surge YouTube Channel/Show – Social Media

YouTube Channel Descriptions

MMA Surge

Learn extreme MMA moves from pro fighter Andrew "Squid" Montañez, a man who will not hesitate to bend your arm in an uncomfortable direction.

Watch three new episodes every week to master mixed martial arts and become the ultimate fighting machine!



MMA Surge

43,940 views 9 months ago

Get Squid's 10 secret moves!

<http://goo.gl/hizGB>

Ready for MMA Surge, the new show where you learn killer takedowns, submissions, strikes and throws? Here's a better question: Do you bruise easily?

Top 5 MMA Surges:

Pinterest Page Description

MMA Surge

The best MMA show on YouTube, period. Three times a week, Andrew "Squid" Montañez teaches you how to break people into tiny pieces.

<http://www.youtube.com/mmasurege>



Culver City, CA

Mahalo.com

MMA Surge YouTube Channel/Show – Website Copy

Ready to learn bone-crushing moves? Kickboxing, judo, boxing, BJJ, karate—we got it all in "MMA Surge," the best new mixed martial arts show on YouTube. Three times a week, pro MMA fighter Andrew "Squid" Montañez will put your attention span in a submission hold. Say Uncle! Say it!

SUBSCRIBE ON YouTube

FEATURING OVER 100 PUNISHING MOVES AND TECHNIQUES

ABOUT SQUID

Originally from Queens, NYC, The Squid has a history of taking down the competition. He was undefeated in 14 no-rules Vale Tudo contests. In 2009, he won the Grappler's Quest Nationals in his weight class, beating five grapplers in a single day. In 2010, he became National Fighting Championship's Middleweight Champ.

Squid also coordinates stunts and choreographs fights for films and television. If you want the benefit of hands-on lessons, the Squid's a fighting trainer at Fortune Gym in Los Angeles. You can also find him on [Twitter](#).

About Being Fat Sucks

In Being Fat Sucks, the hottest new weight-loss reality show on YouTube, join Martin, Kate and Michael as they work hard to win their battle against obesity. Three times a week, trainer and fitness model Jason Rosell gives them weight loss tips, leads them in exercise routines and shows them how to eat right. Every workout and healthy recipe is described in detail, so you can follow along and get in the best shape of your life!



GET PUMPED

When you're trying to lose weight, it's tough to stay motivated. BFS gives you easy-to-learn exercises and delicious recipes, keeping you in the game and shedding those pounds.

3x

STAY CONNECTED

Being Fat Sucks is released three times per week! You never have to go long without some laughs and encouragement from your BFS BFFs.



GET UP AND LOSE

What are you waiting for? Work out and eat healthy alongside Martin, Kate and Michael. Once you make changes for the better, you'll be in shape in no time!

MEET JASON



Health and fitness expert Jason Rosell knows the struggle and triumph of weight loss firsthand. Follow along as he pushes the contestants to their limits. Can he get them to the finish line?

Mahalo.com
XFIT Daily YouTube Channel/Show

YouTube Channel Description

About XFIT Daily

XFIT Daily hits you with intense, full-body workouts five days a week. We'll burn your fat and build your strength; all you have to do is get addicted!

Website Copy



WATCH

At XFIT Daily, we plan your exercise regimen so you don't have to. Subscribe so you never miss your daily fitness fix.



INTERACT

Get updates on Facebook, meet fellow XFIT warriors and keep us updated on your XFIT journey.



TWEET

Meet your fellow XFIT warriors and follow us @XFITdaily to get the latest XFIT Daily news, workouts and exercise tips.



GET PINNED

Find the best calorie-burning, ass-kicking exercises, all in one place. If we didn't pin up your favorite workout, let us know!



SHARE

Shoot us your best flab-to-fit photos in sepia tone, and look at behind-the-scenes XFIT Daily pics.



BLOG

Stay in the loop with our helpful tips and reminders.

Instagram Page Description

Behind the scenes at XFIT Daily, YouTube's addictive new exercise series. Get in shape with brutal workouts five days a week.

Mahalo.com

Learn Hip Hop Dance App – Promotional Post on Corporate Blog

New App: Mahalo's Got Moves

WEDNESDAY, NOVEMBER 2, 2011



Great news for all those wallflowers out there: Mahalo's [Learn Hip Hop Dance](#) app is live! With eight chapters comprised of over 60 step-by-step lessons, this course will get you moving in ways you didn't know your body was capable of. Whether you're looking to become the life of the party or add some flair to your workout, this iPad app has got you covered. You'll master the club's hottest dance moves, classic old school grooves and more. And at only \$0.99, you can still afford a super-fly outfit to reflect your new hip-hop style.

You may recognize our host, Brice "Professor Lock" Johnson, from season eight of the popular TV show "So You Think You Can Dance." A top 30 contender, Brice was well-known for his catch phrase—"Indubitably!" The Professor has been imparting knowledge since 2004, holding workshops at universities such as Seton Hall, Rutgers, Drexel and LaSalle. He also founded DanceTouch Collective, a nationally-touring group that teaches and performs various styles of hip hop dance.

This HD video series will help you learn more dances and variations than you knew existed. After getting all the moves down, you'll be provided with a couple combinations that will test your budding skills. You'll also find out how to personalize dance moves using free body parts, stretching, reversing and adding doubles, levels and more. And if you want even more hot moves and combinations, don't worry; the Professor's a wellspring of hip hop knowledge, so these lessons will keep on coming!

We pay close attention to feedback, so after you finish the app, tell us how it went. If you feel like we missed out on anything or just want to brag about your new skills, send us an email at requests@mahalo.com.

So what are you waiting for? [Start your hip hop education today!](#)

Mahalo.com
Painting for Dummies iOS App – Launch Web Page



Get ready to create flawless interiors your guests will adore with this comprehensive guide from the "For Dummies" series. It'll make painting your home a snap! You'll learn how to choose the right tools and paint for your projects, paint your ceilings and floors, create decorative finishes, and more! And if you've ever done DIY projects before, you know that the most important part is staying safe. We have plenty of helpful safety tips to keep you accident-free.



With step-by-step text guides, useful photos and 43 high-quality instructional video lessons, our course is the perfect introduction to the world of interior painting. This beginner-friendly app will appeal to all skill levels. Our tips and techniques are sure to step up your painting game. So put on those gloves and goggles and start painting!



What You Get



With this app, you'll:

- ✓ Master the tools professionals use for perfect painting
- ✓ Beautify your home with smooth, even coats of paint
- ✓ Keep your family safe by avoiding common painting hazards
- ✓ Learn three quick tips for cleaning paint spills and spatters
- ✓ Tell the difference between finishes, sealers, primers and more



And even better:

- ✓ Stop wasting thousands of dollars on botched paint jobs
- ✓ No more accidental permanent staining of household surfaces
- ✓ How to repair drywall flaws and deal with wallpaper situations
- ✓ Save money with our formula that tells you how much paint you'll need



Details

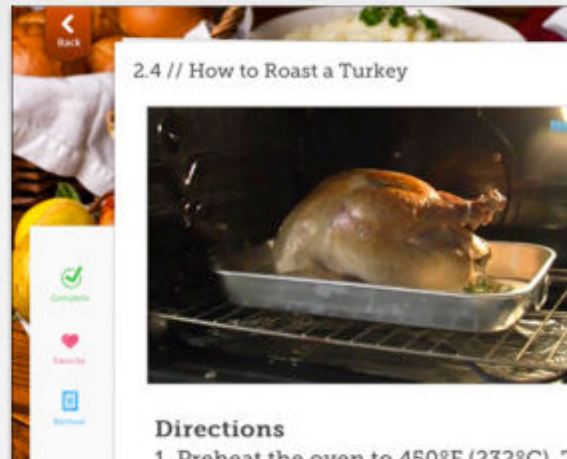
Ratings and Reviews

Related

Screenshots

iPhone

iPad



Description

Thanksgiving is right around the corner, and the pressure's on to create a delicious feast for your friends and family.

And even though we're convinced you'll impress all your guests with the recipes in this app, we're constantly trying to improve. So if you run into any issues while using this or any of our other apps, please let us know by emailing mobilehelp@mahalo.com.

When you're pressed for time, Thanksgiving Recipes HD will help you to:

- * Make a turducken (it's a chicken inside of a duck inside of a turkey)
- * Serve a perfectly-prepared, chef-caliber turkey
- * Silence your mother-in-law by mastering classics like mashed potatoes

But wait, there's more!

- * Create a full vegan meal with homemade tofu turkey, gravy & stuffing
- * Cook an entire turkey in just 45 minutes by deep-frying
- * Wow your guests with flaky, delicious pumpkin wontons
- * Bake the perfect "melt-in-your-mouth" pumpkin pie
- * Smoke your turkey for a rich, deep flavor sensation

And even more!

- * Carve the perfect turkey and avoid embarrassment at the table
- * Welcome your guests with gooey baked brie cheese and apricots
- * Make dessert in a snap with a "no-bake" pumpkin cheesecake

Throughout the course, you'll learn from cooking experts like Tristan Blash, the chef and manager at the San Diego branch of Hipcooks Culinary School; Judith Jones, a world traveler, food enthusiast and founder of "The Gourmet Travelista"; and Kristina Vanni, award-winning chef and the face of BetterRecipes.com.

With Thanksgiving Recipes HD, you'll create a holiday menu to remember!

How to Draw!

with Ken O'Brien



How To Draw!

Enter the world of professional-quality cartoon art!

> Start Course



Draw Christmas Characters

Spread holiday cheer with your favorite Christmas characters!

> Start Course



Draw the USA

Learn to draw an entire map of the US from memory.

> Start Course

↶ Restore Purchases

Painting FOR DUMMIES

The Fun and Easy Way®



Progress



Downloads

Chapter 5: Coating Ceilings and Floors

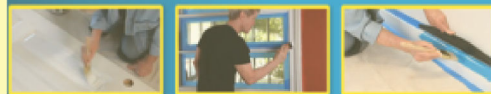


Chapter 5

Coating Ceilings and Floors

With helpful guides, painting these surfaces won't be a chore.

Chapter 6: Baseboards, Windows and Doors



Chapter 6

Baseboards, Windows and Doors

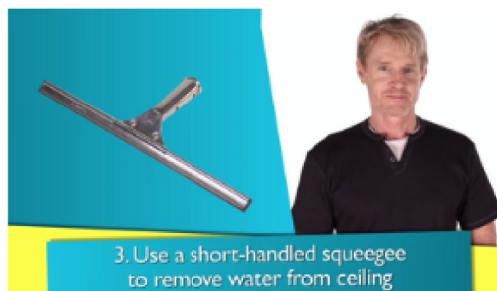
These projects require more precision, but don't be intimidated!

Chapter 7: Decorating



Chapter 7

Decorating your home is a fun and creative way to make it your own.



3. Use a short-handled squeegee to remove water from ceiling

Six Quick Tips for Cleaning Your Ceiling

Defeat dirty ceilings with these helpful hints.

5-01

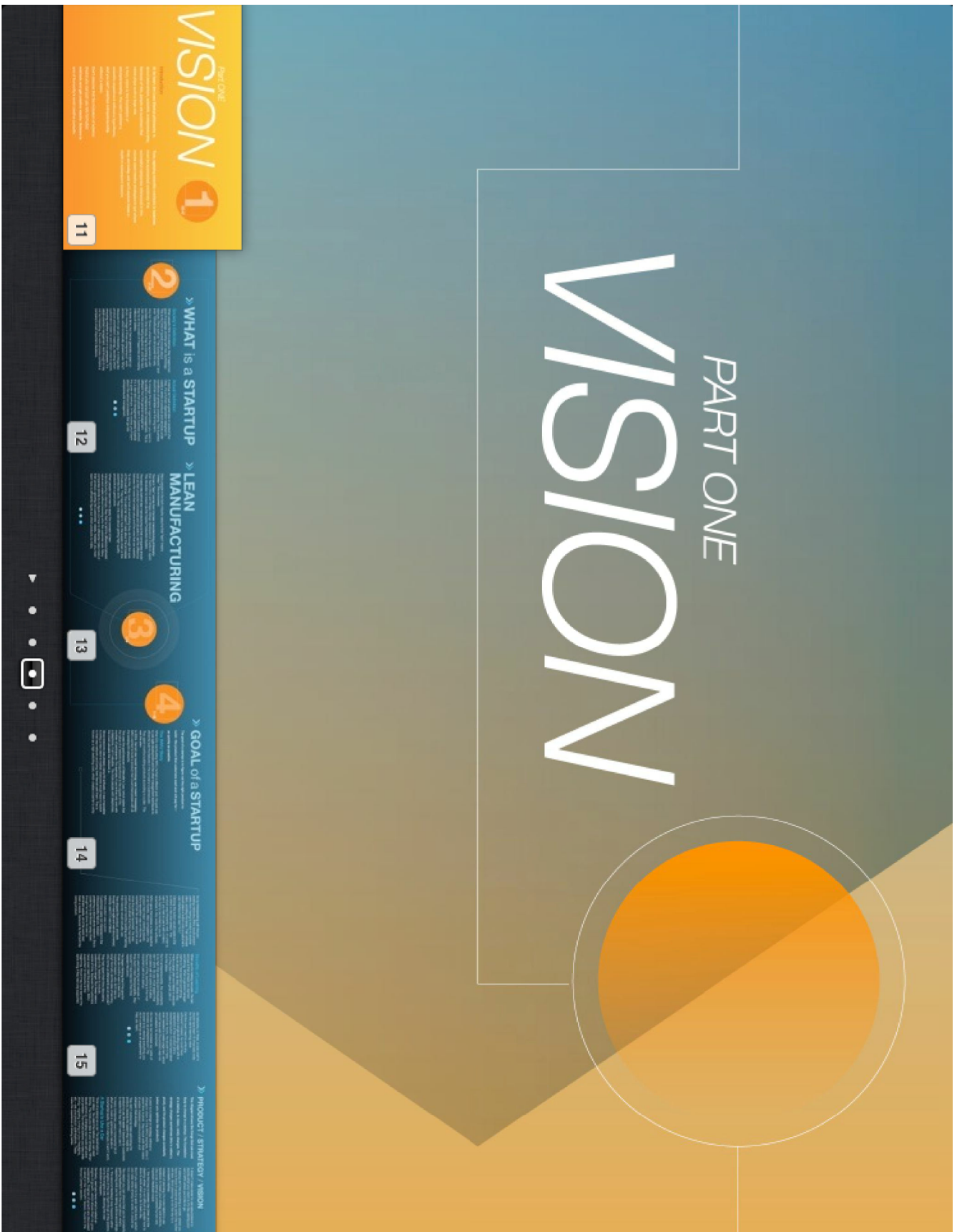


Painting a Smooth Ceiling

When your guests look up, their jaws will drop.

5-02





Genchi
Gembutsu

14

03:15

Minimum Viable
Product

15

01:57

Don't Aim For
Perfection

16

01:33

MVP Techniques

17

07:31

Com
Bump

1

"You must **measure...**"
MORE

He discovered an important fact that people in business tend to forget: **the person buying the product isn't always the end user**. The parents may buy the car, but it's the children in the back seat whose experience matters most. He learned all this by going out and seeing for himself. **MORE**

Before your product is accepted by mainstream customers, it has to be tried out by **early adopters**.
MORE

To avoid the risk of waking up after years of development with an unwanted product, **make a short demonstration video as an MVP**. Most engineers feel that this idea is too simple, but simple is a good thing, especially when it comes to MVPs. Simple gets the experiment out sooner.
MORE

» DON'T AIM for PERFECTION

Before your product is accepted by mainstream customers, it has to be tried out by early adopters.

These are the people who waited in line all night for the first iPhone, the first people on Facebook, the first to get every new gadget.

Early adopters are the people who care a lot about this new product you're making.

It's hard for entrepreneurs to accept it, but normal people will not buy your product at first. They won't they take a risk on something they've never heard of, especially if their friends haven't used it. So you'll need to find early adopters.

MVPs Shouldn't Be Too Polished

Every ounce of energy you put into making your product better than what early adopters require, no matter how important it may seem, is actually a form of waste. You don't learn anything from that extra work. In fact, a lot of early adopters view an overly polished product as negative.

Businesses who are early adopters are looking for an advantage over their competitors. But if the product is already ready to be used by their competitors, where's the advantage?

So take advantage of the fact that early adopters are often a little bit crazy. Build the MVP to their specifications, even though in the long run, you intend to serve mainstream customers. This way, you'll get customer data much sooner, which you can then measure.



1:33

Rap Pages Magazine.com
Feature Article

"Childish Gambino: Oh So Fly"

By Cozi Orlen, Rap Pages Magazine.com

Do you like Hip-Hop? You really like Hip-Hop? How about clever rhymes, pop culture references, and a flow that would make Lil Wayne spit-take his sizzurp? If so, you need some Childish Gambino up in your headphones (and if you didn't get that first reference, do yourself a favor—watch [this](#)).

Childish Gambino is Donald Glover, a versatile entertainer who's no stranger to the spotlight. His NYU sketch group, Wicked Wicked Hammerkatz, spawned YouTube sensation Derrick Comedy. The success of Derrick's videos led to Glover scoring a writing position on Emmy-winning NBC hit show *30 Rock*. After quitting the show to focus on his stand-up career, Glover was brought onto another NBC comedy, *Community*, this time as an actor. He plays Troy Barnes, a not-incredibly-bright football jock. If you've seen his Spanish rap with co-star Danny Pudi, you know Glover's got skills. But until you hear a Childish Gambino track, you really have no idea.

Gambino music is a different animal altogether. Glover's a fantastic writer, great actor and improviser, and all-around hilarious human being, and it all shows on his tracks. His witty, unexpected rhymes are interwoven with the type of real emotional content you're not gonna find in a Soulja Boy ringtone.

In an e-mail interview with *Rap Pages*, Gambino says, "I just try and make what feels right. For a long time I tried to appeal to both sides. Then I stopped looking at it as 'sides.' I think people are ready for that now. No one is like 'I only listen to Rap!' anymore. People are smarter than that. I just don't want to be limited. I think that's obvious by the fact I even put out a non-comedic album. [*laughs*]"

CG started dropping mixtapes in 2008 with *Sick Boi*, followed by 2009's *Poindexter*. After *I Am Just A Rapper 1* and *2* came out in 2010, Gambino was ready to put out his long-awaited full-length.

Glover describes the album's creation: "I was hurried, because I wanted to finish it so I could work on scripts. But that caused me to be less timid about my style and more honest about myself. I listened to my favorite albums on repeat [Ye's *Graduation*, Hall and Oates, St. Vincent's *Actor*] and tried to isolate what I liked about them. I had about twelve or thirteen songs finished. I brought them all to Ludwig [Goransson, composer for *Community*], we sat down and made all of them full and made two tracks from scratch. I stopped working on other projects and put everything into the album. It got intense."

And that intensity showed on the record. On July 3rd, *Culdesac* hit the Internet hard. Since then, it has surpassed the 10,000-downloads mark and is still climbing. When asked about his favorite *Culdesac* track, Glover replies, "I guess I would have to say 'So Fly.' It was the first song I made on the album and I think it changed everything. 'cause I realized this album was gonna have to be something that not everyone called a 'Rap album.' But I didn't care. I really meant everything in that song, and I felt singing it, no auto-tune, just me and a tambourine, was the only way to convey the loneliness I wanted people to feel. And when I stopped trying to make a 'Rap album,' all the other songs fell out of me."

Grab the album for free [here](#).

Gambino is already selling out shows, with more dates to come. "I've made it my business to come to you this year. I really wanna do something amazing when I come to your town. I really wanna make it an experience."

Glover's currently unsigned, but it's only a matter of time. On signing with a label, he reveals, "I've been thinking about it. It would make some things easier. But everything right now is still pretty in the DIY category. If one REALLY wowed me with what they could do for me, I'd have no problem. It's like getting married. I sorta have to get to a point where it's like, 'I'd have to be an idiot not to lock this down.'"

Glover's been getting love in multiple aspects of entertainment, and his projected future ventures include a clothing line, movie scripts, and possibly a book. "That's the way the industry is going," he says. "[...] if you can go to a store that has every talent you need, why go to a bunch of other stores?" With his track record, it's clear that Glover's a one-stop shop that'll have you coming back for more.

Identifying a Willow Emerald Damselfly

By Cozi Orlen , last updated May 13, 2011

The Willow Emerald Damselfly is a desirable addition to any garden ecosystem, provided you can correctly identify it. Not only are damselflies colorful and bright, they also feed on common garden pests, such as flies, mosquitoes, beetles, moths, and caterpillars. Without the right information, it can be difficult to identify the Willow Emerald Damselfly. Dragonflies and damselflies are similar-looking insects, and many damselfly species only have minute differences between them.



Damselflies vs. Dragonflies

The two members of the order Odonata, damselflies and dragonflies, are quite similar. They're both brightly colored, and both have prominent eyes and two pairs of lacy, translucent wings. However, damselflies have much longer, thinner abdomens and wings than dragonflies do. They also have smaller eyes. While dragonflies usually have their wings spread out while perched, damselflies tend to keep them closed.

Appearance

The Willow Emerald Damselfly (*Chalcolestes viridis*) is also called the Green Emerald Damselfly and the Western Willow Spreadwing. It is iridescent green or brown, and it is the largest of four nearly identical species. Unlike its three blue-eyed sister species, the Willow Emerald Damselfly most often has brownish eyes. Its wingspan ranges from 50 to 60mm, and it can grow up to 45-50mm long. Another identifying characteristic is its dark yellow pterostigma (a colored spot in the wing which aids with gliding).

Behavior

The Willow Emerald Damselfly belongs to the small family Lestidae. To identify a member of Lestidae, observe its wing position while at rest. When perched, most Lestes spread their wings out at a 45-degree angle, earning them the name "spreadwings" and setting them apart from all other damselflies.

Willow Emerald Damselflies earn their name by laying eggs in the cracks in tree bark, willow tree bark when possible. Their eggs can often be found in branches hanging over bodies of water. The majority of damselflies instead prefer to lay their eggs directly inside the water.