IMAGINE PUBLISHING

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Imagine launches iPhoneKungFu.com

Pioneering publisher launches fun new online portal and iPhone application at www.iphonekungfu.com

The team behind *iCreate* magazine has launched the ultimate website for iPhone users, **iPhone Kung Fu.com**. Dubbed "The path to iPhone enlightenment", visitors to the new site will find reviews of iPhone applications, accessories and hardware as well as be able to download free ringtones, video tutorials and a unique interactive iPhone game.

From one easy-to-use, Kung Fu-themed page, visitors to the website can browse a wide range of reviews, from docking stations for the iPhone to the latest games on the iTunes App Store. Available on all current Mac and PC web browsers, **iPhoneKungFu.com** is also viewable on the iPhone's Safari browser for up-to-the-minute news and reviews wherever you are.

One of **iPhone KungFu.com's** unique features is a daily Video Lesson that teaches viewers essential tips and tricks to get the most out of their iPhones. All lessons can be viewed at any time to provide a useful guide to the iPhone's features and secrets.

"It's about time some fun was injected into the way consumers receive information regarding their purchases, and with **iPhoneKungFu.com** we've done just that," said Editor Ben Harvell. "The colourful, themed site design, essential reviews and spectacular free content, like ringtones and video tutorials make this the number one spot online for iPhone users – whether they're looking to buy new software or hardware, or simply want to learn some new iPhone tricks"

"The latest addition to our online portfolio is a great concept from the *iCreate* team," said Lee Groombridge, Imagine Publishing's Interactive Media Manager. "We were pleased to develop the site/blog that offers a unique marketing opportunity for a number of our existing clients. We look forward to seeing how the iPhone community grows over the following months as a result of the launch."

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 25 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

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