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## **Press Release: Veteran Game Designers Form PushButton Labs™**

Former GarageGames, Dynamix Co-Founders Announce New Web and Game Company

**Eugene, OR – May 28<sup>th</sup>, 2009** – PushButton Labs, LLC today officially announced its formation. The company was founded by veteran independent game makers [Jeff Tunnell](#) and [Rick Overman](#), respected [twenty five year veterans](#) of the computer game industry, with the intent to create exciting new web and game properties.

*“The mission behind PushButton Labs is refreshingly simple,”* said Jeff Tunnell, Co-Managing Partner of PushButton Labs. *“Make great products with people that we want to work with, and have fun doing it.”*

Successful creation of game companies such as [Dynamix](#) and [GarageGames](#) have consistently put the team at PushButton Labs on the bleeding edge of industry wide cultural and technology movements. PushButton Labs looks to strike success a third time by building upon the experiences gained from the previous development of numerous award-winning and commercially successful game franchises such as [The Incredible Machine](#), [Starsiege: Tribes](#), [Trophy Bass](#), and [3D Ultra Pinball](#).

Beginning official operations in early 2009, PushButton Labs has already begun work on an eclectic and interconnected range of products including an Open Source Content Management System, Game Portal, an Open Source Flash Game Engine, and two new game properties.

Recently in headlines for their contributions to the gaming portal [InstantAction](#), the Indie-friendly [Torque Game Engine](#) and the XBLA arcade top-seller [Marble Blast Ultra](#), the company is setting goals to create new web and game properties targeted at emerging consumer markets. The company has secured significant grass-roots investment through private sources. Financial terms were not disclosed.

*“We are seeing more variety and connectivity in both games as well as the types of people who are playing those games.”* said Rick Overman, Co-Managing Partner of PushButton Labs. *“Our development strategy will let us explore many promising opportunities and properties.”*

PushButton Labs anticipates exciting further announcements in the coming weeks.

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