

# Bravo Game Studios sets up shop in the UK

## Mobile gaming subsidiary of Spanish app giant Genera opens London HQ

**April 22nd, London:** Genera, the successful Spanish-based iPhone app developer, has made a strategic move into the mobile games market with the creation of Bravo Game Studios, a wholly owned subsidiary, and the establishment of a new London office which will be headed up by Rowan Corben, ex-of THQ Wireless.

Initially concentrating on producing and marketing high quality original IP, Bravo Game Studios has already successfully launched what is widely regarded as one of the best iPhone racing titles seen this year in the form of Touch Racing Nitro.

“It’s a very exciting time to be in mobile, and Bravo Game Studios’ remit is to only concentrate on producing, and securing, the best IP with a view to becoming a top five player within 18 months” commented Corben. “We’re focused on our internal development, and have the teams in place to deliver an end user experience that, we hope, is going to set us apart and light a fire under the major mobile gaming platforms”.

As a subsidiary of Genera, one of Spain’s biggest and most successful mobile developers, Bravo Games has the expertise and market knowledge behind it to enable the company to move quickly in an ever changing market place and maintain a competitive advantage.

For more information, and to arrange interviews with key management, please contact:-

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### Notes to Editors: Bravo Game Studios

Launched in early 2010, Bravo Game Studios (BGS) is a developer and publisher of video games for a wide array of digital platforms including console and mobile devices including the iPhone and iPod Touch.

Headquartered in Seville (Spain) and with regional offices in Iasi (Romania) and London (UK), the firm develops and publishes games designed to entertain the broadest consumer base offered by current and emerging digital gaming platforms.

BGS is funded by venture capital and by its two largest shareholders, Genera Interactive and Mobivory.

The company website is located at: [www.bravogames.com](http://www.bravogames.com)

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