



Inanimate Alice Links with Nancy Drew Fans at Her Interactive

Bradfield Collaborates With Her Interactive To Market Inanimate Alice To Her Interactive Fans

Seattle, WA, March 31, 2007 --(PR.com)-- BradField Company, new-media production house, is pleased to announce an exciting collaboration with Her Interactive, a pioneer of fun and challenging interactive entertainment targeted to female play preferences, to introduce its innovative and popular online graphic novel Inanimate Alice to Her Interactive's fan base.

Her Interactive users will be offered the unique opportunity to view Inanimate Alice Episodes 1-3 and exclusively access bonus materials developed by the Inanimate Alice producers just for them. Each month from March to May the Her Interactive newsletter will feature a piece on Inanimate Alice with a link to the exclusive web page where visitors can view each episode and be treated to a host of new content such as screensavers, wallpaper and Notes from Alice which lets the viewer in on some of the secrets behind the story.

Inanimate Alice is a unique product which represents the growing world of “convergent media.” Inanimate Alice merges the worlds of interactive games and graphic novels delivering a distinctive online experience. The story, written by renowned author Kate Pullinger, introduces Alice, an only child travelling the world with her parents, who has a knack for creating interactive games. Alice develops an avatar, Brad, which she befriends, and whose functions and capabilities grow as she does. Viewers do not just watch Alice, they have the opportunity to play the games that she creates which change from episode to episode. Central to this compelling story is how as Alice physically grows in age, emotion and intellect her games and avatar grow in complexity.

Ian Harper, Producer and CEO of BradField Company commented today, “I am very excited about the initiative to introduce Inanimate Alice to fans of Her Interactive. Her Interactive reaches an intelligent and enthusiastic female audience that we believe will embrace Inanimate Alice. We are delighted to have the opportunity to work with Her Interactive and hope that the collaboration helps them to deliver special benefits to their loyal fans.”

Adds Amy McPoland, Director of Marketing for Her Interactive: “This is a wonderful opportunity to provide our Nancy Drew fans with exciting and original content that has a similar, mystery appeal. Ultimately, we believe our partnership with BradField Company will help both companies increase their presence with a key constituency.”

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About BradField Company

The BradField Company is a new-media production house based in London, UK. The company develops and digitally publishes literary content for web distribution using a blend of traditional storytelling, film and computer game techniques, targeting a net-savvy 21st century audience.

Its first production is the award-winning "Inanimate Alice" series.

www.brad-field.info

About Her Interactive

Her Interactive is the pioneer of fun and challenging interactive entertainment targeted to female play preferences. The company designs, develops and publishes high-quality, award-winning mystery adventure games. More information about the company and the Nancy Drew games can be found at www.HerInteractive.com.



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Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/34498>

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