

For Immediate Release

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A Dress Up Game for Girls Like No Other!

Crossmedia Brand Super Amazing Princess Heroes Launches Innovative Gaming App

LOS ANGELES, Calif. – July 21, 2016 – Crossmedia brand [Super Amazing Princess Heroes](#) (SAPH) has launched its first gaming app designed to inspire young girls to cultivate their inner super heroes. By combining superpower talent with super fun dress-up options, players embark on a variety of exciting and empowering adventures with their Super Amazing Princess Hero.

Upon loading the game, users select among five super powers – “Speed,” “Strength,” “Flight,” “Control the Weather,” or “Breathe Under Water.” Next steps include dressing the super hero and adorning her with choices of gowns, super power sleeves, hair style/color, eye color, shoes, tiara, jewelry, and more. Players then can watch their custom-created Super Amazing Princess Hero go on an exciting adventure, overcoming obstacles by confidently exercising her powers and gear. The game concludes with a keepsake snapshot of the hero on her memorable quest, tiara and all.

“We are thrilled to launch the Super Amazing Princess Heroes Game to audiences everywhere,” said Megha Kadakia, President and Co-Founder of SPH Media, the company behind the Super Amazing Princess Heroes. “By offering users the chance to select a super power for their princess, we went beyond existing game offerings that only emphasize dressing up characters. The game complements our book series and website by bringing favorite characters to life and reinforcing the notion that girls are strong, powerful, and take care of themselves and the world,” she added.

The game is available at www.superprincessheroes.com/games, as well as for free download on Android and iOS, with in-app purchases that unlock many additional playing options.

About the Super Amazing Princess Heroes

The [Super Amazing Princess Heroes](http://www.superprincessheroes.com) (“SAPH”) is a global brand and community that inspires girls to be tomorrow’s heroes. The primary narrative follows three wonderful girls – Kinney, Oceana, and Sammie – who discover magical tiaras that transform them into princesses with super powers. In the first SAPH story, they save the prince! With a universe of diverse and fun characters from around the world, books, interactive stories, animation, games, toys, and much more, SAPH helps girls celebrate themselves while cultivating the power within. Learn more at www.superprincessheroes.com and www.facebook.com/princessheroes.