

## Black Gurus in The Game

Written by Jacqueline Lawson  
Thursday, 09 February 2012 09:22

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Anthony Castoro

### *Heatwave Interactive*

Anthony Castoro started his first gaming company in 1993 while studying molecular biology at the University of Texas. That venture didn't last, and while he went on to do award-winning work with major industry players, the desire to strike out on his own persisted. In 2007 Castoro co-founded Heatwave Interactive with Donn McClendon. As CEO he oversees the development of a portfolio with film and music industry credentials. Samuel L. Jackson lent his voice to iSamJackson, an app capitalizing on the beauty of a few choice words. With Platinum Life, members can experience the false starts and glory of fame by playing the part of their favorite recording artists. Initially released with a hip hop and R&B catalogue, a country music version with MTV backing has recently gone live on Facebook.

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