FOR IMMEDIATE RELEASE

Block Paw, a cozy match-3 with six chibi pets, is out now on Google Play

Best ROI Media's match-3 sends players along an endless trail of eight illustrated worlds, from Sunny Meadow to Mayhem Mix.

HOUSTON, TX, November 17, 2026 - Best ROI Media has released Block Paw, a cozy match-3 puzzle game, on Google Play for Android phones and tablets. Players swap neighbouring pieces to line up three or more of the same pet, make power-ups and clear goal-based levels. Block Paw is free to play with ads between levels, never during one, and a one-time purchase, Block Paw Forever (USD 4.99), removes them. An iPhone and iPad version is prepared for the App Store; its release date has not been announced.

Watch the official trailer

Watch Block Paw on YouTube

Mitchell Clay, founder of Best ROI Media, said: "Every pet in Block Paw has its own shape as well as its own colour, so the board still reads at a glance in grayscale. That one decision set the look of the whole game. After that, the job was making the end of a level feel like a treat, which is what the Mayhem Finale is for."

Each pet has its own piece: Pumpkin's orange yarn ball, Mochi's green star, Dot's blue gingham square, Luna's purple heart, Biscuit's yellow flower and Patches' pink gem. Match four for a Zap that clears a row and a column, an L or T for a Paw Bomb, and five for a Rainbow that clears every piece of one pet; swap two power-ups together for a bigger combo. Win with moves to spare and the Mayhem Finale turns every leftover move into a power-up.

Levels set goals within a fixed number of moves: crack ice, break toy crates, free caged pets, stop spreading slime or drop acorns to the bottom. The trail runs through eight worlds of fifteen levels each, Sunny Meadow, Frosty Pond, Toy Box, Storm Hill, Rainbow Bakery, Topsy Treehouse, Slime Swamp and Mayhem Mix, and then loops on with remixed obstacles. A Daily Challenge gives everyone the same board, and Paw Rush is a two-minute race for the highest score.

Block Paw is the third game in Best ROI Media's Paws family, after Word Paws and Sudoku Paws, and shares their six pets and pastel art. No account is needed, and progress stays on the device.

Key features

- **Six pet pieces:** every pet has its own shape and colour.
- **Power-ups and combos:** Zap, Paw Bomb and Rainbow, and bigger effects when two meet.
- **Eight worlds:** fifteen levels each, on a trail that never ends.
- **Goals and obstacles:** ice, toy crates, caged pets, slime, acorns and shaped boards.
- **The Mayhem Finale:** leftover moves become power-ups.
- **Daily Challenge and Paw Rush:** the same board for everyone, and a two-minute score race.
- **Fair ads:** only between levels; a one-time purchase removes them.

At a glance

- **Title:** Block Paw
- **Developer and publisher:** Best ROI Media
- **Genre:** Match-3 puzzle
- **Platforms:** Android (out now); iPhone and iPad (App Store release to be announced)
- **Price:** Free to play with ads between levels; Block Paw Forever, a one-time USD 4.99 purchase
- **Google Play:** https://play.google.com/store/apps/details?id=com.mitch.blockpaw
- **Website:** https://bestroi.media/games/block-paw
- **Press kit:** https://bestroi.media/press/block-paw (screenshots, artwork and app icon)

About Best ROI Media

Best ROI Media is an independent studio founded in October 2025 and based in Houston, Texas, making games and software for iPhone, iPad, Android and the web. Website: https://bestroi.media.

Media contact

Mitchell Clay, Best ROI Media
mitch@bestroi.media
832-509-6705