FOR IMMEDIATE RELEASE

Best ROI Media reveals Fly Another Day, a boss-fight comedy about a housefly with a hero complex, coming to iPhone, iPad and Android

A tiny fly, four household heavyweights and two very large imaginary guns: the arcade flight game is built and going through store submission.

HOUSTON, TX, November 17, 2026 - Best ROI Media today revealed Fly Another Day, an arcade flight and boss-fight game for iPhone, iPad and Android. Players guide a housefly out of the house one room at a time, and fight the household objects in his way as the action hero he believes he is. The game is built and in store submission; it will be free to download, supported by ads shown only between runs. A release date has not been announced.

Watch the official trailer

Watch Fly Another Day on YouTube

"I wanted to make a game about the gap between how small you are and how big you feel, and a housefly stuck behind a kitchen window was the funniest version of that I could think of. Every boss is something ordinary that he has blown up into an arch-enemy, and my favourite part is the moment the picture cuts back and you see what he was really fighting," said Mitchell Clay, founder of Best ROI Media.

To everyone else, the hero of Fly Another Day is a fly trying to leave the kitchen. In his head he is a muscle-bound legend with two belt-fed guns. Each Story chapter opens as a one-touch flight through eight household hazards, from toasters to swatters to a vacuum nozzle. At the end of the route the camera cuts into the fly's imagination, and the game becomes a first-person boss fight: dodge with the left thumb, aim and fire with the right, and shoot the boss's weak point when it opens.

Four household heavyweights stand between the fly and the outdoors: The Window, Madame Eight the spider, The Enlightened desk lamp and The Collector, a strip of flypaper. Every fight ends with a cut back to reality and a deadpan caption, such as "It was just a stuck window." Beyond the four-chapter story, Endless mode is pure flight through five rooms of the house with a saved best score, and Boss Mode goes straight to any fight. After a first crash in Endless, an optional flight lesson shows a safe path through the same course and lets the player try it.

The game is made in Unity with comic-book lettering and boss title cards. Progress and scores are saved on the device, no account is needed, and ads never appear during a flight or a fight.

Key features

- **Story mode:** four chapters, each a flight through eight household hazards, a first-person boss fight and a return to tiny-fly reality.
- **Four household bosses:** The Window, Madame Eight, The Enlightened and The Collector, each with its own introduction, attacks and weak point.

- **Endless mode:** boss-free flight through the kitchen, bathroom, greenhouse, attic and study, with twenty kinds of obstacle and a saved best score.
- **Boss Mode:** pick any of the four fights directly.
- **Flight lesson:** after a crash in Endless, watch a safe route through the same course, then fly it yourself.
- **Touch controls in landscape:** tap to flap; in a fight, left thumb to dodge, right thumb to aim and fire.

At a glance

- **Title:** Fly Another Day
- **Developer:** Best ROI Media
- **Genre:** Arcade flight and boss-fight action
- **Platforms:** iPhone, iPad, Android
- **Status:** In development; built and going through store submission
- **Release date:** To be announced
- **Price:** Free to download, with ads between runs
- **Website:** https://bestroi.media/games/fly-another-day
- **Press kit:** https://bestroi.media/press/fly-another-day (screenshots, key art 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