



**Stryking develops and operates new "Bundesliga Manager 2014/2015"
in co-operation with SPORT1**

Official license and unique monetization concept

Berlin, September 9th 2014 – The Berlin-based start-up Stryking Entertainment GmbH has entered into a partnership with leading German media house SPORT1 to develop and commercialize the new "Bundesliga Manager 2014/2015", a football fantasy management game with official license from the DFL Deutsche Fussball Liga GmbH. The game features all clubs and players of the Bundesliga as well as the 2. Bundesliga and provides an intense fan experience because of its close connection to the real life events. The new Bundesliga Manager has launched its beta phase on August, 21st for the start of the Bundesliga season.

The cross-platform fantasy manager enables users to assemble their own imaginary dream team of real life players and to manage their virtual teams throughout the season. Users compete in private and public leagues and try to build-up their own all-star team by using the in-game transfer market to buy and sell players. An in-game shop offers the chance to buy certain enhanced functionalities and comfort items as well as real goods such as merchandise products for football fans.

Fantasy Sports Games are a heavily growing digital entertainment segment for sports fans. In the US, more than 40 million people play fantasy sports games and the average user spends more than 100 US Dollars per year*.

"Football fantasy manager games are getting increasingly popular and we are convinced that especially with the current hype for German football, there is a huge potential to engage millions of users nationally and internationally with this game. For the new Bundesliga Manager von Sport 1 we have integrated several new gameplay elements and our monetization concept is unique as we are implementing our own shop technology to sell real products next to virtual items which gives us the chance to create very appealing special fan



offers with merchandise or exclusive fan articles. This also is a great chance for the Bundesliga clubs to reach their fans and generate customers”, explains Dirk Weyel, Founder & CEO of Stryking Entertainment.

SPORT1 provides access to a sports-loving target group and will advertise the game with TV spots, online and mobile advertising campaigns as well as various editorial features including the integration of German football celebrities such Thomas Helmer, Thomas Strunz, Olaf Thon and others.

* *Source: Fantasy Sports Trade Association*

About Stryking Entertainment

Stryking produces and commercializes interactive digital entertainment worlds based on free-to-play online and mobile games. Stryking combines the real and the virtual world to create genuine interaction opportunities for fans, stars and brands. Founder and CEO Dirk Weyel has 15 years' experience in the games industry, most recently he co-founded and built Frogster Interactive Pictures AG, where he was as a member of the Executive Board and COO, responsible for Strategy and Business Development until the company has been acquired by a competitor in 2011.

www.stryking.com