



Stryking releases their new daily fantasy sports platform "Football-Stars"

Football fans can expect new gameplay on time for The Euros – with Challenge Mode

Berlin, 25 May 2016 – On time for The Euros' kick-off, Berlin start-up Stryking Entertainment GmbH is now releasing their new daily fantasy sports platform "Football Stars". The innovative portal will offer fans a thrilling and diverse gameplay experience on a daily basis during the European Championship. The first version will launch early June 2016 and will be available to the English- and German-speaking territories online at www.football-stars.com. Starting now, users are welcome to register and secure their own special reward for release.

The new fantasy sports platform enables users to match with other football fans while at the same time proving their football expertise. Users compete against each other in numerous challenges, such as "Assemble the best line-up by points using Group A players and counting the first matchday only!" or "Choose five defensive players from Group B, who dominated the field's airspace by winning the most headers!". When calculating the points achieved by the real stars, only real-life performance data are taken into account. Users of Football-Stars.com can increase their management level, unlock various achievements and earn the second in-game currency "Stars" on top. Via the in-game shop, these "Stars" can be exchanged for real products such as fan merchandise, tickets and gadgets.

Stryking's founder and CEO Dirk Weyel comments: "Football-Stars.com takes football fans to where the action happens. The gaming principle exceeds classic sports bets or management simulations by far as users take their seat on a virtual coach's bench and make their own decisions on line-ups for each match or matchday. Their success depends on the actual players' real-life performance data. With our elaborate levelling system, we also created a strong incentive-reward-mechanic, which makes for a good amount of long-term motivation."

With the launch of the upcoming Bundesliga season, *Football-Stars* will be available for Android and iOS devices, including an official licence provided by DFL Deutsche Fußball Liga



GmbH. At that point, the platform's web version is planned to combine the classic fantasy manager with the new challenge mode. Two separate apps for both game variants will be available to users, while both will be accessible through the same account. Furthermore, Stryking will be launching the platform's internationalization by adding further language versions and by integrating additional European top leagues such as Premier League, Champions League and Europa League.

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About Stryking Entertainment

Stryking produces and commercializes interactive digital entertainment worlds for sports fans. With "Football-Stars" Stryking provides a unique daily fantasy football platform and creates 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.