



Football-Stars officially launched!

Daily Fantasy Sports Platform ready for Football Fans during Euros 2016

Berlin, 09 June 2016 – Today, Berlin start-up Stryking Entertainment GmbH is celebrating the release of its daily fantasy sports platform "Football-Stars". Under www.football-stars.com, the innovative portal offers football fans a thrilling and diversified gaming experience on time for the Euros 2016 in France.

Through the new fantasy sports platform, users compete against each other in numerous challenges while proving their expertise and instincts to everybody else. One example for a challenge might be: Which six players scored the most points during the opening match France vs. Romania? Points are awarded based on the players' real-life performance data, which are imported through an interface after each match. A predefined budget and different player market values ensure that users cannot simply assemble a perfect line-up featuring the world's best players. Based on their success during challenges, *Football-Stars* users are able to earn the virtual currency "Stars" which can be exchanged for real-life fan merchandise and other attractive gadgets through the in-game shop. A levelling system and unlockable achievements add up to a long-term user motivation.

Founder and CEO Dirk Weyel is pleased with the launch: "The Euros in France are the perfect event frame for launching our daily fantasy platform Football-stars.com and simultaneously offering a new and more thrilling kind of sports prediction games to football fans all over Europe. Just like football itself, the attraction of Football-Stars lies in the competition. With our title, users will follow the European Championship matches in a completely different way, while identifying even more with the teams and their stars."

Explanation Video



Contact

Stryking Entertainment GmbH
Novalisstraße 10
10115 Berlin – Germany

Phone: +49 (30) 60 98 58 370

Web: <http://www.stryking.com>

Mail: info@stryking.com

About Football-Stars

Combining the best elements of gaming and fantasy sports, *Football-Stars* brings daily fantasy sports to Europe. In various challenges, users compete against each other in order to take their respective teams to victory. Winners don't only gain the respect of other players – they also level up, unlock achievements and receive the in-game currency "Stars", which can be exchanged for real products in the shop.

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.