

Press Release



“Star Arcade game downloads crosses the five million mark”

18 July 2011, Helsinki, [Star Arcade](http://www.star-arcade.com), www.star-arcade.com the global leader for mobile social gaming today announced that its games have been downloaded more than five million times since its launch by customers spread over 180 countries.

Harri Myllyla, CEO, Star Arcade commented on the results *“We are delighted to cross the five million game downloads milestone within such a short time frame purely from word of mouth marketing and recommendations from our customers. Star Arcade games are simple to understand, highly entertaining and extremely addictive which creates a very compelling proposition for social gamers who want to play games from any device.*

“We wish to thank our customers for their support and promise them that we will soon be launching even more exciting and intriguing games in the coming weeks to add to our already successful catalogue of popular games. Five million downloads are encouraging but our vision of delivering social gaming to the next billion new gamers from emerging markets inspires us to work harder towards achieving our long term goals .”

Star Arcade is focussed on delivering social games for emerging markets of Africa, Asia and Latin America. Star Arcade games can be directly downloaded from the Nokia Store, Android Market, GetJar, Mobango, Djuzz, Daily App Dream and the iPhone App Store among others. Games are also going to be launched on Facebook to enable web based gamers to play against other Facebook users or their opponents using mobile phones.

Star Arcade is delivering games using a combination of “Freemium” and “Advertiser Funded” business models that enable consumers to experience most of the games for free and give them the choice of paying a small premium for some games.

Star Arcade is a global mobile social gaming community delivering multiplatform games to consumers from fast emerging markets of India, South America, Far East and Africa. Star Arcade provides a social network, where anyone can join the community and just start playing, regardless of their device, operator or country. Star Arcade development hub is in Finland with offices in the UK and in West Africa. For more information visit www.star-arcade.com and <http://www.star-arcade.com/en/games/id/28>

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