

**MEGAN FOX JOINS PLARIUM HIT MOBILE GAME ‘STORMFALL: RISE OF BALUR’**

*Actress Megan Fox Lends her Likeness to Iconic Social and Mobile Franchise as Part of Game Expansion*

**TEL AVIV, ISRAEL – May 4, 2016** –Plarium, one of the world’s fastest growing developers of mobile, social and web-based games with over 250 million users, today announced a deal with actress Megan Fox (*Teenage Mutant Ninja Turtles, Transformers)* to lend her likeness and persona to the new main character in their wildly successful Massively Multiplayer online (MMO) strategy RPG, *Stormfall: Rise of Balur*,on both iOS and Android. Currently, the game has over 7.5 million registered users across platforms.

Megan Fox will be lending her likeness to Amelia Delthanis, Captain of the High Council Guard. Her fierce and strong-willed demeanor caused her to cut ties with her highborn upbringing, to take up the sword and pursue the path of a warrior. She will serve as mentor and guide as players join the fight to save Stormfall from the forces of darkness. The new character is the first in a series of updates to *Stormfall* over the coming months, including a new tutorial and a single-player campaign that will explore the many quests and experiences that led to her character’s current role in the game world.

“I’m really excited to play the role of Amelia in *Stormfall,”* says Fox. “Not only do I get a chance to lead players through the beginning of the game, but it’s fun to play a very empowered, strong female character.”

The medieval-themed *Stormfall: Rise of Balur* was released in January of 2015 and continues to host more 1.8 million raids a day and clocks in with 5.5M hours of gameplay a month. It is a successor to the original *Stormfall: Age of War* which gained acclaim upon its release on Facebook in 2012, and went on to generate over 30 million users in United States  France, Germany, Italy, Spain, the United Kingdom, Russia and more.

“We are thrilled to have Megan become the new face for the *Stormfall* franchise, one of our most beloved games since *Stormfall: Age of War* came out on social networks in 2011”, says Gabi Shalel, VP of Marketing at Plarium. “Megan’s experience in other blockbuster franchises and action films means that she will be a great addition to our game.”

To download *Stormfall: Rise of Balur* on the Apple App Store, visit [http://bit.ly/StormfalliOS](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fbit.ly%2FStormfalliOS&esheet=51016607&newsitemid=20150112005066&lan=en-US&anchor=http%3A%2F%2Fbit.ly%2FStormfalliOS&index=1&md5=130e2acf3421eac09b8d2d79c7674250). For Android, visit [http://bit.ly/StormfallAndroi](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fbit.ly%2FStormfallAndroid&esheet=51016607&newsitemid=20150112005066&lan=en-US&anchor=http%3A%2F%2Fbit.ly%2FStormfallAndroid&index=2&md5=166cba541bb28a47b3a465bd490e2625).

**About Plarium:**

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 250 million registered users, we're proud to be consistently ranked among Facebook’s top hardcore game developers. Plarium employs more than 1000 individuals and is headquartered in Israel with eight offices and development studios across Europe and the United States. Our hardcore mobile and social games are available on all major social networks, including Facebook, Vkontakte, Odnoklassniki and Mail.ru, as well as web browsers, iOS and Android.

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