



## PLARIUM'S 'VIKINGS: WAR OF CLANS' LAUNCHES IN THE AMAZON APPSTORE

**TEL AVIV, ISRAEL – December 15, 2015** -- [Plarium](#), one of the world's fastest growing developers of social, mobile and web-based games with 150 million users, today announced it has launched its multiplayer online strategy game *Vikings: War of Clans* in the Amazon App Store. Amazon will feature *Vikings* and offer a special discount on all in-app purchases for players who download the game from the Amazon Appstore. The promotion will begin December 17<sup>th</sup> and last through January 14<sup>th</sup>.

*Vikings: War of Clans* is a fierce strategy title, inspired by the historical era of Vikings from 750 to 1050 AD, that takes players to a ruthless world governed by freedom, power, fear and violence, where players must lead brave warriors into battle, conquer the world and prove their mighty rule against other clans from all over the world. The game originally launched in August 2015 and has since gained significant momentum, reaching 1 million Monthly Active Users in less than 4 months.

Amazon is the largest internet-based retailer in the United States, and in 2015, surpassed Walmart as the most valuable retailer in the U.S. in regards to market capitalization.

"Amazon is an incredible platform that will help bring *Vikings* to a whole new audience of engaged players," said Leonard Frankel, Head of Business Development at Plarium. "We are excited to see Amazon share our faith in the potential for Vikings on their platform, and are working closely together to bring Vikings to its fullest potential."

*Vikings: War of Clans* is translated and voiced in English, French, Spanish, Russian, Italian and German and can be downloaded on the Amazon App Store at this link: <http://amzn.to/1NZ0v36>.

### **About Plarium:**

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 150 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 five offices and development studios across Europe and the United States. Our hardcore social and mobile games are available on all major social networks, including Facebook, Vkontakte, Odnoklassniki and Mail.ru, as well as web browsers, iOS and Android.

**About Amazon:**

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).

Contacts:

Plarium

Deanna Dweck

+972 9 9540211 ext. 116

[deanna@plarium.com](mailto:deanna@plarium.com)

Or

Fusion PR for Plarium

Ross Blume

+1-310-481-1431 ext. 18

[ross.blume@fusionpr.com](mailto:ross.blume@fusionpr.com)

###