



Zynga breaks ground with the launch of "CityVille"

Build Your Dream City, Manage Your Neighborhood, and Develop Franchises with Friends

CityVille Marks First Global Launch in Zynga History; New Game in Five Languages

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Zynga today announced the global launch of CityVille, a new social game allowing anyone anywhere to build their dream city from the ground up. Available in beta in the coming weeks, CityVille is debuting in five languages – marking the first international game launch for Zynga. CityVille is Zynga's most social game to date with new features that allow players to build a city, interact with friends' cities, and build franchises with the help of their friends. The game follows on the heels of the widely-successful launch of FrontierVille, which currently has 28 million monthly users. CityVille will be available in English, French, Italian, German, and Spanish on Facebook at CityVille.com.

While Rome may not have been built in a day, the growth of a CityVille town is in the hands of the player. CityVille represents the most sprawling game board for Zynga allowing players to grow a thriving city, balance the needs of citizens, run restaurants and businesses and harvest crops. CityVille also features Zynga's first 3D-rendered buildings and characters and represents the most interactive Zynga game board to date.

"CityVille is where Monopoly meets Main Street," said Sean Kelly, GM of CityVille. "We are thrilled to bring the world our most social game to date – building on the best-of-breed gameplay that Zynga fine-tuned with FarmVille and FrontierVille. Instead of harvesting crops you're harvesting your neighborhood, instead of clearing your friend's frontier you're working on a friend's franchise. We hope players from around the world have as much fun playing CityVille as we had building it."

As the city leader, players must guide their city to become a thriving metropolis, clearing the land and getting play-by-play tips from their own city advisor. CityVille game features include:

City Building

Build your town from the ground up! Once the land is cleared, make way for deliveries by assembling a road. Keep your residents out and about by building restaurants, stores and city services such as post offices, schools and fire departments. Build homes for your townies, and earn more money for your city by decorating them to increase the rent.

Run Your City

A happy city, is a lucrative city. Plan the layout to make residents happy, and earn money as they eat and shop. Keep them well fed at restaurants, and run sales at businesses to attract a crowd.

The People

Your characters won't all look the same – dozens of characters and city officials will be available on launch day, including the ones who keep the city running – business owners, doctors, firemen and police officers. More people will become available as your city expands.

Goods & Trading

Goods and trading are the lifeblood of your thriving city. Plant and harvest crops to keep restaurants stocked, and population stuffed. Send ships to import goods from places such as Shanghai, London and Rome to give your townies a taste of a different culture, and buy more storage, piers and farm plots to grow the city rapidly. Trading between players is encouraged – buy or sell goods to others to avoid stomach rumblings.

Neighbor Cities

Love thy neighbor. Visit your neighbors' cities to help them secure more energy, decorations and collectible items. Be a good buddy by helping friends accelerate crop growth, expedite shipping times and construct buildings faster. Send them gifts to finish city service buildings and clear ground for them to build on. You can even own something in a friend's city. As you go you

earn experience and buy things for your own collections and to share with more friends.

Commerce & Franchises

Put that economics class to good use and grow your city. Trade with neighbors by buying or selling goods sent by rail. Offer goods to friends or buy their extra supplies when they come by to offer them. Deliver supplies via trains running at the edge of your town between all the neighbor cities. Friends can also run businesses in your city. Build an empire of business locations but don't forget to supply them with goods. The more locations you get, the bigger you can grow your business headquarters in your own city.

Guided Play

As the city leader you must guide your city to become a thriving metropolis. The city advisor will always show you fun things to try next to make a great metropolis. Once tasks are complete, you can unlock rare buildings and decorations.

CityVille will be available at CityVille.com in English, French, Italian, German, and Spanish.

For game assets and additional information please contact press@zynga.com .

About Zynga

Zynga is the world's largest social game developer with more than 232 million monthly active users playing their games. Zynga's games include FarmVille, FrontierVille, Mafia Wars, Zynga Poker, Café World, Treasure Isle, YoVille, FishVille and PetVille. Zynga games are available on Facebook, MySpace and the iPad and iPhone. Through Zynga.org, Zynga players have raised more than \$3 million for world social causes. Zynga is headquartered in San Francisco. For more information, visit www.zynga.com or www.zynga.org.

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