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## Zynga Partners With bwin.party to Launch Real Money Games in the UK

SAN FRANCISCO, Oct. 24, 2012 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), the world's leading provider of social game services, and bwin.party, the leading international real money gaming operator, today announced an exclusive partnership to offer real money online Poker and Casino games in the UK market. Zynga's UK-based RMG service and bwin.party will launch RMG products including Poker and a full suite of 180 Casino games in the first half of 2013, which include table games such as slots, roulette and blackjack.

"Bringing together Zynga's expertise in social gaming with the top international real money gaming operator is the best way to create the highest quality gaming experiences for our players in the UK," said Barry Cottle, Executive Vice President, Corporate and Business Development, Zynga. "Partnering with an established leader like bwin.party is a strategic and prudent way for us to enter a key RMG market while giving local players the real money games they've been asking us for."

"Today's announcement is another example of our success in leveraging our assets through strategic blue-chip partners," said Jim Ryan and Norbert Teufelberger, Co-CEOs of bwin.party. "Zynga is the world's leader in social games with hundreds of millions of active players worldwide and a significant player base in the UK. We are delighted to have been selected as their chosen partner for this important step in their evolution, and hope to expand our relationship into other products and markets."

Zynga's real money UK poker customers will join the bwin.party dotcom player liquidity pool — getting the benefits of playing on the largest regulated poker network. Zynga's UK-based RMG service will be powered by the established operating platform, software, and related support of bwin.party.

In addition to the full suite of Casino and Poker games, Zynga's UK-based RMG service will also leverage the company's world renowned entertainment brand, *FarmVille*, to offer local players the first-ever, online *FarmVille*-branded real money slots game.

Zynga's UK-based RMG service will operate under bwin.party's Gibraltar gaming license.

The Zynga Inc. logo and bwin.party logo are available at <https://zynga.box.com/s/ulp051ta7l5mzusfg2r7>

### About Zynga

Zynga Inc. is the world's leading provider of social game services with 311 million monthly active users playing its games, which include *Zynga Poker*, *Words With Friends*, *Scramble With Friends*, *Gems With Friends*, *Draw Something*, *FarmVille2*, *ChefVille*, *CityVille*, *Bubble Safari* and *Ruby Blast*. Zynga's games are available on a number of global platforms, including Facebook, [Zynga.com](http://Zynga.com), Google+, Tencent, Apple iOS, and Google Android. Zynga is headquartered in San Francisco, California.

### About bwin.party

bwin.party digital entertainment plc (LSE:BPTY) is a global online gaming company, formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011. Incorporated, licensed and regulated in Gibraltar, the Group also has licences in France, Italy, Spain and Denmark. With offices in Europe, India, Israel and the US, the Group generated total pro forma revenue of €816.0m and pro forma Clean EBITDA of €199.3m in 2011. bwin.party commands leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including [bwin](#), [PartyPoker](#), [PartyCasino](#) and [Foxy Bingo](#). The Group's scale, technology and strong portfolio of games collectively differentiate its customer offer from those of its competitors. bwin.party is a constituent member of the FTSE 250 Index and the FTSE4Good Index Series, which identifies companies that meet globally recognised corporate responsibility standards. For more information about bwin.party, please [click here](#).

### Forward-Looking Statements

This press release contains forward-looking statements relating to, among other things, our partnership with bwin.party to launch real money online games in the UK market, the launch of our real money games in the UK and upcoming features for such games, our plans to leverage our *FarmVille* brand to offer players a *FarmVille*-branded real money slots game, and the success of our real money games and our partnership with bwin.party; the continued success of our franchise games and our games, platform and network generally; the growth of the social games market, including mobile and advertising growth; and

our future operational plans, prospects and opportunities to expand our business.

Forward-looking statements often include words such as "outlook," "projected," "intends," "will," "anticipate," "believe," "expect," and statements in the future tense are generally forward-looking statements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. Our actual results could differ materially from those predicted or implied, and reported results should not be considered as an indication of our future performance. Factors that could cause or contribute to such differences include, but are not limited to, our relationship with Facebook or changes in the Facebook platform or to our agreements with Facebook, the success of our partnership with bwin.party and our ability to offer our real money games in the UK market, regulatory or licensing issues, our ability to launch new games in a timely manner and monetize these games effectively, our ability to anticipate and address technical challenges that may arise, competition, the changing interests of players, intellectual property disputes or other litigation, our ability to retain key employees, acquisitions by us and changes in our corporate strategy or management.

More information about factors that could affect our operating results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Quarterly Report on Form 10-Q for the three months ended June 30, 2012, in our registration statement on Form S-1, as amended, filed with the Securities and Exchange Commission ("SEC") on March 23, 2012 and in our Annual Report on Form 10-K for the year ended December 31, 2011, copies of which may be obtained by visiting our Investor Relations web site at <http://investor.zynga.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov). Undue reliance should not be placed on the forward-looking statements in this release, which are based on information available to us on the date hereof. There is no guarantee that the circumstances described in our forward-looking statements will occur. We assume no obligation to update such statements.

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