



June 19, 2012

Zynga Digs Up a New Gem in Ruby Blast

Zynga Brings Players a Fun, New Way to Play With Friends in a Fast-Paced, Visually Stunning Match 3 Arcade Game

SAN FRANCISCO, June 19, 2012 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), the world's leading provider of social game services, today announced the global launch of *Ruby Blast*, a fast, fun, social and visually-engaging game, where players match gems, dig through bedrock with help from friends, and activate power-ups to reach high scores in a weekly leaderboard. Created by the talented teams from Zynga's China and Seattle studios, *Ruby Blast* follows intrepid archeologist, Ruby, in a high-speed race into the depths of an ancient mine where players smash through dirt to uncover hidden treasure and face off with friends.

"With *Ruby Blast*, we strived to take the familiar experience of a match 3 puzzle game and bring it to a whole new level of social and fun," said Jim Veevaert, General Manager, Zynga Seattle. "We've reimagined the category with a game that introduces brand new gameplay and unique social features — all wrapped around a fresh storyline and state-of-the-art visuals. Hidden beneath a veil of simplicity, *Ruby Blast* offers layers of complexity that bridges the best of classic arcade games with innovative twists from today that will leave players' hearts racing through each round."

As players follow Ruby to the depths of the mine, they will encounter a variety of gems, power-ups, obstacles and explosives. In each round, players have 40 seconds to dig into a cavernous mine by matching three or more gems at a time. By digging down, players progress in the game toward checkpoints, adding more time to the clock and uncovering treasures and a few surprises. In *Ruby Blast*, players unearth features such as:

- **More Social:**

- **Weekly Tournaments:** Dig deep to compete with friends for high scores and prizes; send friends energy and gifts to help them along the way.
- **Friend Gems:** Facebook friends appear on a player's game board to dig up special gems and drill through layers of rock.
- **Multi-Player:** Coming later this year, players on Zynga.com will be able to challenge friends in a head-to-head race.
- **Stunning Effects:** Enjoy explosive graphics, action-packed sound effects and gorgeous particle effects. *Ruby Blast* also marks Zynga's first game optimized for Adobe® Flash® 11 Player utilizing Stage 3D technology.
- **Power-ups:** Level up to activate over-the-top power-ups that explode gems and clear the board. Various power-ups at launch include:
 - **Nova Flare:** Instantly destroys a row and column of gems and dirt
 - **Star fall:** Blazing meteors destroy three columns of gems and dirt
 - **Cherry Bomb:** Blast downward in a triple explosion
 - **Shuffle Magic:** Rearranges board into big blocks of color for easy matching
- **Gems are Truly Outrageous:** Match gems and dig thru dirt as you uncover a multitude of treasures to help your archeological adventure.
 - **Rubies:** Help players level up and progress through the game
 - **Super Rubies:** Discover rare, giant rubies that lurk in each mine; each are worth multiple normal rubies
 - **Emeralds and Sapphires:** Collect rare gems from mines to fuel exclusive power-ups
 - **Bomb Gems** Help players blast away rocks and other obstacles.

Ruby Blast is the first game from both Zynga China and Zynga Seattle. It also marks the first international cross-collaboration for a game at launch.

Ruby Blast is available in 15 languages, including English, French, German, Italian, Spanish, Portuguese, Turkish, Korean, Traditional Chinese, Norwegian, Thai, Swedish, Danish, Japanese and Dutch.

Ruby Blast is free to play and available today on both Zynga.com, and on Facebook at: <http://apps.facebook.com/rubyblast>

Game logo and images can be found here: <https://zynga.box.com/s/7193a02c0103aef1cde0>

To view the *Ruby Blast* trailer, visit: <http://www.youtube.com/watch?v=l2J873YdzF0&feature=youtu.be>

About Zynga Inc.

Zynga Inc. (Nasdaq:ZNGA) is the world's leading provider of social game services with more than 290 million monthly active users playing its games, which include *CityVille*, *Zynga Poker*, *Draw Something*, *Hidden Chronicles*, *FarmVille*, *CastleVille*, *Words With Friends*, *Empires & Allies*, *Scramble With Friends*, *Café World*, *The Pioneer Trail*, *Indiana Jones™ Adventure World* and *Mafia Wars*. Zynga's games are available on a number of global platforms, including Facebook, Zynga.com, Google+, Tencent, Apple iOS and Google Android. Through Zynga.org, Zynga players have raised more than \$10 million for world social causes.

The Zynga Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11743>

Forward-Looking Statements

This press release contains forward-looking statements relating to, among other things, our launch of *Ruby Blast*, upcoming features for the game, and the success of our games generally. Our actual results could differ materially from those predicted or implied. Factors that could cause or contribute to such differences include, but are not limited to, changing interests of players, competition, our ability to launch new games in a timely manner and monetize these games, intellectual property disputes or other litigation, and changes in our corporate strategy or the Facebook platform.

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 March 31, 2012 and 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. 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. We assume no obligation to update such statements.

CONTACT: Bryan Pope, Press@zynga.com



Source: Zynga Inc.

News Provided by Acquire Media