



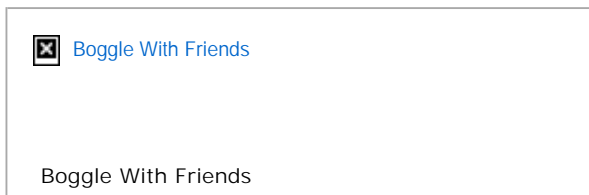
March 16, 2017

## Grab Your Word Dice! Zynga Launches Boggle With Friends Worldwide

### Exciting Mobile Experience Brings a Fresh Twist to the Classic Word Puzzle Game

SAN FRANCISCO, March 16, 2017 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), a leading social game developer, today announced the launch of *Boggle With Friends*, the company's latest addition to their *With Friends* games collection, which includes *Words With Friends*, one of the world's most popular word games. Developed in collaboration with Hasbro, Inc., (NASDAQ:HAS), the free-to-play game is available today on the [App Store](#) for iPhone and iPad and on [Google Play](#) for Android devices.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/a5357dc4-76d3-4222-9952-b56cffb18baf>



"BOGGLE is an iconic, family favorite brand spanning generations and geographies, and we're excited to introduce *Boggle With Friends* to word fans everywhere," said Scott Koenigsberg, Senior Vice President of Casual Games at Zynga. "*Boggle With Friends* reimagines everyone's favorite classic game with innovative matching word play, dynamic themes and brand-new social features. As a part of Zynga's family of word and puzzle games, including one of the world's most popular word games, *Words With Friends*, *Boggle With Friends* gives players a whole new way to socialize with one of the most beloved puzzle games of all time."

From the team who brought *Words With Friends* to hundreds of millions of players around the globe, *Boggle With Friends* blends the fun of the original BOGGLE game with new, puzzling twists. As players spell and match their way through the game, they can chat and challenge with family and friends in their quest to find words and earn bragging rights. For the first time ever in a BOGGLE mobile game, players can compete in head-to-head live tournaments and lightning fast single round tournaments to show off their wordie skills and earn rewards and advantages along the way.

"We are thrilled to team up with Zynga to bring *Boggle With Friends* to fans globally," said Mark Blecher, Senior Vice President of Digital Gaming and Corporate Development at Hasbro. "This exciting mobile experience gives fans a dynamic and social way to enjoy the BOGGLE game that is competitive, challenging and fun."

For players looking to sharpen their word skills, a fast-paced solo play mode allows BOGGLE fans to climb the rankings ladder through new themes and challenges, all while preparing for their next live match. With the ability to demonstrate their word prowess even in offline mode, players can now experience the fun of BOGGLE anytime and anywhere.

*Boggle With Friends* is the latest addition to Zynga's portfolio of word and puzzle games, joining the pop culture favorite, *Words With Friends*. Launched in 2009, *Words With Friends* has been installed more than 200 million times and is one of the App Store's Top 10 free games of all time. An estimated 55 million active *Words With Friends* matches are played around the world at any moment, and more than 75 million words are played every day.

*Boggle With Friends* is available to download for free today on the [App Store](#) and [Google Play](#). For more information about *Boggle With Friends*, visit the game's community channels on [Facebook](#) and [Twitter](#).

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Game logo and images can be found here: <https://zynga.box.com/s/2mjt3tgkso8d075npldqo4vpmd5cwxnt>

#### About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To-date, more than 1 billion people have played Zynga's games across Web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich! Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and [Zynga.com](#). The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, Finland, U.K., Ireland and India. Learn more about Zynga at <http://blog.zynga.com> or follow us on Twitter and Facebook.

## About Hasbro

[Hasbro](#) (NASDAQ:HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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## Forward Looking Statements

This press release contains forward-looking statements, including those statements relating to, among other things, the launch of *Boggle With Friends*, the game's success and the game's features (including gameplay, characters and social features). Forward-looking statements often include words such as "outlook," "projected," "intends," "will," "anticipate," "believe," "target," "expect," and statements in the future tense are generally forward-looking. The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties, and assumptions. Undue reliance should not be placed on such forward-looking statements, which are based on information available to us on the date hereof. We assume no obligation to update such statements. More information about these risks, uncertainties, and assumptions are or will be described in greater detail in our public filings with the Securities and Exchange Commission (the "SEC"), 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).

 [Primary Logo](#)

Source: ZYNGA INC.

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