

**PLARIUM LAUNCHES “NORDS: HEROES OF THE NORTH” - A NORSE MYTHOLOGY-INSPIRED STRATEGY GAME FOR FACEBOOK**

*Features All-New RPG Elements, In-Game Combat and Voicework by Hollywood Actors*

**TEL AVIV, ISRAEL – May 19, 2015 --** [Plarium](http://plarium.com/), one of the world’s fastest growing developers of social and mobile games, just today announced the worldwide release of the massively multi-player online strategy game *Nords: Heroes of the North*, for Facebook. *Nords* is set in the fantasy world of Shingård where players lead an army of Elves, Dragons, Northmen and Orcs who have set aside their differences to defend their land against an evil Ice Queen and her swarm of the undead as they aim to conquer the world.

Along with Plarium’s signature MMO Strategy gameplay fans have come to expect, *Nords* features never-before-seen in-game 3D battle animation and all-new RPG features. Plarium has enlisted top-tier professional voiceover talent, including Patrick Warburton (known for his role as Joe Swanson in “*Family Guy”*), and legendary voice actor Jason Canning as Skald the Bard to bring the humor, high adventure and irreverence that *Nords* will be offering players worldwide.

“*Nords* is Plarium’s most innovative and ambitious project to date as we are offering more than just strategy and the type of gameplay our fans expect from us,” said Avi Shalel, Plarium’s Chief Executive Officer. “In many ways, *Nords* is a new venture for us because we are taking ourselves less seriously and are releasing a game that is as funny as it is charming, with new features and added focus to our RPG systems.”

*Nords: Heroes of the North* has numerous new and familiar features including:

**All-New RPG Elements:**

* New inventory and item system add a level of depth never-before introduced in a Plarium game
* Players can collect and craft new equipment to arm their characters with weapons, armor and items for combat and production bonuses.

**Brand New 3D Animation:**

* Battle Animation: For the first time ever, players can see and hear the action during battles. Animated battles let players see their current units in action while previewing new ones.
* Unit Personalities: Characters have been given in-depth stories and backgrounds to immerse players more into the world and into their units
* Highest quality of 3D animation and content ever achieved in a Plarium game

**Design and Production:**

* Over 30 professional actors contributed their voices to Nords, including Patrick Warburton of “Family Guy” fame.
* Fully-scored soundtrack and sound composed and produced by BAFTA award-winning composer Jesper Kyd.
* Top-quality artwork and modeling with the level of detail demanded by the most serious players.

**Traditional Hardcore MMO Strategy Gameplay**

* ‘Choose Your Faction’ feature lets you choose which army to lead – Orcs, Elves or Northmen – to determine how your stronghold and environment will look to you and other players.
* Customize your stronghold: Build your stronghold with forts, barracks, and more…
* Frequent updates offering new units, content, gameplay features, storylines and strategies.
* Interact with global players and friends while comparing your achievements in rankings.

*Nords: Heroes of the North* is translated and voiced in English, French, Spanish, Russian, Italian and German. It is now available on Facebook at the link here: [https://apps.facebook.com/nordsheroes/](https://www.google.com/url?q=https%3A%2F%2Fapps.facebook.com%2Fnordsheroes%2F&sa=D&sntz=1&usg=AFQjCNHmcISRkaLr2NANIHJElUAEZxJZMw)

**About Plarium:**

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 130 million registered users, we're proud to be consistently ranked among Facebook’s top hardcore game developers. Plarium employs more than 800 individuals and is headquartered in Israel with four global offices and development studios across Europe. 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.

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