

**PLARIUM LAUNCHES INTERNATIONAL MARKETING CAMPAIGN WITH WORLD RENOWNED ATHLETES**

*“The Glory of Gaming” Campaign Enlists San Antonio basketball player Tony Parker, Former MMA Champion Anderson Silva, Washington Capitals’ Alexander Ovechkin, and Atletico Madrid’s Fernando Torres*

**TEL AVIV, ISRAEL – November 16, 2016** – Plarium, a developer of mobile, social and web-based games with over 250 million users, has today announced a partnership with four exceptional athletes for their marketing campaign surrounding the recently released free-to-play (F2P) mobile strategy game [*Throne: Kingdom at War*](http://plarium.com/en/mobile-games/throne-kingdom-at-war/). The medieval campaign focuses on the glory that mobile gamers experience in player vs. player (PVP) combat, and is spearheaded by San Antonio basketball player Tony Parker, MMA former-Middleweight champion Anderson Silva, Washington Capitals’ Alexander Ovechkin, and Atletico Madrid’s star Fernando Torres.

“Plarium’s mobile games are popular with today’s audience because competition across any medium is exciting and addicting,” says Tony Parker, point guard for the San Antonio basketball team. “Nothing beats the feeling of working with your teammates to win -- whether you are playing basketball or playing a game on your phone.”

The campaign will rollout in the U.S., UK, France, Russia, Spain, Italy, Germany and Canada and feature advertisements around a core theme of “that feeling”, representing key moments in multiplayer gaming where players achieve glory. The athletes will don medieval gear and weaponry to reflect the era *Throne: Kingdom at War* takes place.

“The purpose of this campaign is to highlight the spectrum of emotions that players can experience in the game through our ability to give them the best opportunity to cooperate with each other, and exercise their desire to compete and achieve victory whether alone or with a team,” says Roman Zhdanov, VP of Marketing at Plarium. “We selected some of the best athletes across a variety of sports to convey this emotional lift that the game provides, because nearly everyone has seen the uplifting power of sports.”

*Throne: Kingdom at War* is a massively multiplayer online (MMO) strategy game set in a fictional medieval world, where players fight to claim the ancient throne of the Kingdom of Amaria after the old King Gerhard’s passing. Players will build their own Towns and armies consisting of Knights, Spearmen, Scouts and more to bludgeon their way to power. *Throne* offers a gripping original story along with cutting-edge graphics, music and game mechanics to immerse players in a PvE and PvP experience.

*Throne: Kingdom at War* is now available for users around the globe in English, French, Spanish, Italian, German, and Russian, and can be accessed on the [App Store](https://itunes.apple.com/ca/app/throne-kingdom-at-war/id1127241728) and on [Google Play](https://play.google.com/store/apps/details?id=com.plarium.throne).

**About Plarium:**

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 250 million registered users, we're proud to be consistently ranked among Facebook’s top hardcore game developers. Plarium employs more than 1000 individuals and is headquartered in Israel with eight offices and development studios across Europe and the United States. Our hardcore mobile and social 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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