



PLARIUM LAUNCHES TOTAL DOMINATION™: REBORN FOR iOS DEVICES WORLDWIDE

With Over 30 Million Players Online, Plarium Brings Its Most Popular Franchise to iPad, iPhone and iPod Touch Users

TEL AVIV, ISRAEL – June 6, 2013 – Today Plarium, one of the world’s fastest growing developers of social and mobile games, announced a new iteration of its hard core massively multiplayer online strategy game – Total Domination: Reborn – is now available for free to iOS users worldwide. This is the first time the popular franchise has been extended to the mobile format, now for iPad, iPhone and iPod Touch. Following its 2011 launch on major social networks, including Facebook, *Total Domination* has already garnered more than 30 million online users worldwide, placing Plarium among the top two hardcore game developers for Facebook. Total Domination: Reborn leverages the trademark theme of war-as-world-order to provide players an open storyline from which to strategically forge alliances, develop colonies and build empires. The new mobile version of the game is standalone, completely independent from the online version, is developed specifically for iOS and can be downloaded in the iTunes® App store at, <http://bit.ly/TDReborn>.

Founded only three years ago, Plarium has seen revenues double year over year. With a staff of more than 300 and more than 84 million users online, including 3 million daily active users, the company is expanding globally to new platforms. Total Domination: Reborn features the key engaging gameplay people have come to expect of the franchise, but designed specifically for mobile with a user interface (UI) optimized for a smaller touch screen and game balance ideal for the format. Plarium has also invested a level of community management, never before seen in mobile gaming, with an entire staff dedicated to working with those who play Total Domination: Reborn. Moreover, Plarium is committed to evolving and growing the game the same way it has done with the online version of the franchise.

“We have created something special at Plarium – the ability to take everything people love about our games on Facebook and social media and optimize it for mobile,” said Avi Shalel, Plarium’s Chief Executive Officer. “Plarium is committed to bringing rich and engaging original content, as seen with *Total Domination*, and now hardcore gamers can get a deep, robust mobile experience like never before.”

Total Domination: Reborn for mobile provides gamers a real-time strategic interface, allowing them to construct empires from the ashes of fallen civilizations. By discovering lost knowledge and researching new technologies, players can lead armies, protect their people, and wage war for control of the world's resources. Key game features include:

- **Building Forces** – Study technologies, stockpile weapons, and unlock powerful colonies, while building forces from over 30 Infantry, Armor Corps, Artillery, and Air Force units. Strengthen your troops and protect your sectors from invasions.
- **Developing Strategy and Teamwork** – A flexible and strategy-based format allows users to play according to their style – gamers can go it alone, or form alliances and clans with other sectors. Extra resources are earned by raiding other communities or by trading with other players.
- **Immersive Storylines** – A classic interface is familiar to long-time gamers, plus global in-game storyline developments introduce non-player opponents and new ways to work with or betray fellow commanders.
- **Continually Enhanced Experience** – Frequent updates ensure the game stays fresh by offering new units, buildings, technologies, and defensive improvements for players.

Total Domination: Reborn is available now worldwide and translated into English, French, Spanish, Italian, German, Russian and Turkish, and can be downloaded for free from the iTunes® App store at, <http://bit.ly/TDReborn>.

About Plarium:

Plarium is one of the world's fastest growing developers of social and mobile games with more than 12 million monthly active users. Established in 2009 and headquartered in Tel Aviv, Israel, the company employs over 300 individuals across its three offices and animation studios. Plarium has seen international success, with 84 million registered users playing games on all major social networks, including Facebook, Google+, V Kontakte, Odnoklassniki and Mail.ru and mobile devices, including iPhone, iPad and iPod Touch.

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