



MAG INTERACTIVE

PRESS RELEASE

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Latest MAG Interactive Games Surpass Multi-Million Player Base!

Paint Hit and Word Domination strike 5 million and 1 million downloads, respectively.

Stockholm, Sweden -- 4 July, 2018 -- MAG Interactive today announced that their hyper casual game of skill, [Paint Hit](#), and fast-paced real-time word game, [Word Domination](#), have reached five million and one million downloads, respectively. Available globally on mobile stores since the beginning of June, both games produced great results within the first weeks of their corresponding releases. *Paint Hit* quickly reached the #1 spot on the Google Play casual games chart in the USA and *Word Domination* secured the top 10 position in the word game category across 116 countries on the App Store.

“We are over the moon with the reception we’ve gotten so far from both *Paint Hit* and *Word Domination* players,” says Daniel Hasselberg, CEO of MAG Interactive. “We’ve released truly fun and engaging games where the numbers speak for themselves. Now we’re closely monitoring player feedback and adjusting the gameplay accordingly in order to give them the best experience possible with these new additions to our portfolio.”

Thanks to MAG’s product development process’ focus on early user and market testing, the strong potential of the *Paint Hit* concept was discovered quickly and then released after a speedy launch schedule. This is the second global release from MAG in a month, with both *Paint Hit* and *Word Domination* games showing strong results across mobile stores.

About Paint Hit

In *Paint Hit* players shoot paint balls to color spinning towers over hundreds of increasingly challenging levels. With each paintball throw players colour a part of the tower, making it increasingly difficult to hit uncoloured portions with the next attempt. If a shot lands on an area of the tower that they’ve already painted, they lose the round. Additionally, players must face a boss tower every few levels that pushes their accuracy skills to the limit and makes victory taste that much better. Fast-paced, frantic painting fun is balanced out with calming ambient music - perfect for concentrating on that critical clean shot in this super casual game.

About Word Domination

Word Domination is a modern game with a tactical twist where players challenge each other in a fresh and exciting real-time battle of words. Opponents face off forming words on a shared board to score points in five-round matches. In addition to points granted for each word and bonus tiles that increase the score of any letter or word played on them, players can also collect and play over 40 unique booster cards to supercharge their turn. This tactical element coupled with real time gameplay is what sets *Word Domination* apart from other games in the genre and has proven highly popular with players in test markets.

About MAG Interactive

MAG Interactive is a leading developer and publisher of casual mobile games for a global audience. MAG Interactive reaches over 10 million active players every month and the game portfolio consists of ten successful games with over 200 million downloads, including successful titles Ruzzle, Quiz Duel and WordBrain, all of which have reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive's games are distributed through virtual app stores allowing for global reach with minimum effort. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. Avanza Bank AB is acting as MAG Interactive's Certified Adviser. For more information visit www.maginteractive.com.