



MAG INTERACTIVE

Join PvP Trivia Battles in 'Backpacker Arena' Today!

Publisher MAG Interactive and developer Qiiwi Interactive today announced the global launch of Backpacker Arena, the new mode for their travel trivia game Backpacker. The new mode, allows players to challenge each other, chat and compete for placements on global leaderboards. With over 1 million players already testing their quest for global travel knowledge in Backpacker's single-player mode - Backpacker Arena moves it up a notch with quick PvP matches for competition enthusiasts.

Download Backpacker for free on App Store or Google Play: http://bit.ly/P_PlayBackpacker

"We've been working on ways to enhance the social aspects of Backpacker ever since it launched last year and as a result the Backpacker Arena was born," Erik Dale Rundberg, CEO of WeAreQiiwi. "It has shown great results during the testing phase and we believe that players worldwide will enjoy the introduction of challenging PvP round-based quiz fights, chat boxes and leaderboard placement."

In Backpacker Arena players battle it out in two-round trivia matches, answering questions on different categories including travel, food and history or focus on a specific country/city, that taps into their expertise playing Backpacker in single-player mode. Players challenge other trivia aficionados and climb weekly and global leaderboards to collect trophies and, ultimately, open chests for exciting bonuses. During or between rounds, players can interact through the in-game chat box, making Backpacker Arena, a truly social experience.

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About MAG Interactive

MAG Interactive AB (publ) is a leading Swedish developer and publisher of casual mobile games for a global audience. The company reaches over 10 million monthly active players with a portfolio consisting of eleven successful games that have generated over 200 million downloads in total. The most successful titles like Ruzzle, Quiz Duel and WordBrain have all 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. 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.

About WeAreQiiwi Interactive

Qiiwi was founded in 2012 and is based in Alingsås, Sweden. A common denominator for Qiiwi's games is that they are knowledge-based games. Qiiwi always tries to create games that match the company's slogan "Saving the world from stupidity". Qiiwi has since the beginning of 2012 released several different titles globally within the Trivia and Word Puzzle genre. Qiiwi's most successful titles include "Backpacker" and the "Words in a Pic" series. WeAreQiiwi Interactive is listed on AktieTorget with ticker QIIWI. For more information visit www.qiiwi.com.