



Paint Hit Celebrates 20 Million Downloads

MAG Interactive's hyper casual mobile game [Paint Hit](#) recently surpassed 20 million downloads on the App Store and Google Play. Combining messy painting fun with a soothing soundtrack and soft color palette, Paint Hit offers a never-ending dynamic gaming experience for casual players worldwide.

Since its release in June 2018, Paint Hit's lighthearted approach to casual gaming has not only quickly attracted a vast player base but also resulted in the game securing a #1 spot on the Google Play casual games chart in North America.

"Paint Hit has shown solid growth for months after its release," says Daniel Hasselberg, CEO of MAG Interactive. "We are thrilled with how well it's done given that it was our first completely experimental stab at hyper casual games. Our talented team of developers are constantly coming up with great ideas and Paint Hit is the evidence of that."

In Paint Hit players shoot paint balls to color spinning towers over hundreds of increasingly challenging levels. With each paintball throw, players color a part of the tower, making it increasingly difficult to hit uncolored 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 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 ten successful games that have generated over 250 million downloads in total. The most successful titles like Ruzzle, Word Domination 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.