



## Wicket Gaming - launches website for King Royale - Idle Tycoon

Wicket Gaming AB (publ) has today launched a dedicated website for **King Royale - Idle Tycoon**. It will serve as a landing page for potential users in marketing campaigns and will be used for news updates about the game. The website will thus complement the activities done via **King Royale - Idle Tycoon** social media channels.

The launch of King Royale - Idle Tycoon website aims to create increased brand awareness about the game as such, but will also serve as a place where players can gather information about, for example, the game's structure, new updates and get answers to frequently asked questions.

The website will significantly improve the ability to use SEO optimization to increase the organic spread as well as facilitate paid marketing efforts by using it as a landing page for targeted campaigns. Via call-to-action buttons on the website, traffic will be redirected for direct download of the game via the App Store and Google Play.

King Royale - Idle Tycoon's website can be found on the link below:

<http://www.kingroyalegame.com>

More information about the game can be found at the links below:

Google Play: <http://play.google.com/store/apps/details?id=de.motap.idleking&hl=en&gl=US>

App store: <http://apps.apple.com/us/app/idle-king-tycoon-tap-games/id1479539390>

An interview with Wicket Gaming's CEO regarding the acquisition of Idle King has previously been published on the link below:

<http://www.youtube.com/watch?v=PFMKfh6GO-g>

### **For further information, please contact:**

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### **About Wicket Gaming**

*Wicket Gaming is a Swedish gaming and digital education company consisting of two verticals, Games and EdTech. Within the Games vertical, the business idea is based on developing and distributing free-to-play games ("F2P") within mobile games for Android and iOS. Within EdTech, the Company focuses on developing products in genres such as Game-based Learning and Serious Games, it is in these areas that Wicket Gaming has identified the*

*greatest synergies between the Company's two verticals.*

*For more information, see Wicket Gaming's website [www.wicketgaming.com](http://www.wicketgaming.com)*