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## First Person Lover game becomes viral hit; spreads love in 176 countries around the world.

Just in time for Valentine's, online advergame First Person Lover has hit a sweet spot with the gaming world. Playthroughs on Youtube have rendered over 7M views and people from 176 countries have played the game since its launch less than two weeks ago. In a spirit of "love conquers all", the game lets you love bomb "anti-figs" demonstrators and a bare-chested tyrant riding a bear.

Swedish sports fashion brand Björn Borg once again takes a stand for more love in the world. Full of references to the real world and combating evil and hatred with love, computer game First Person Lover has spread quickly in social media. The game is a parody of the First Person Shooter genre and launches Björn Borg's Spring/Summer 2015 collection. Gaming reporters are praising it.

*"It is incredibly exciting, not least because gamers and Youtubers are very picky. The world has been a bit upside down for some time now, I think people find it liberating to enter a world where everything is about spreading love,* says Jonas Lindberg Nyvang, Marketing Director Björn Borg

In the game, your mission as a Love Agent is to fight the forces of evil with the power of love, undressing haters with love guns and liberating them with love and clothes from the new Björn Borg collection. Players are equipped with Valentine's teddy bear grenades, and a respawn system based on clicking cute animal pictures.

The game has since its launch rendered large attention for its storyline and political references. Players can for instance get a North Korean haircut in Kim's Barber Shop, lovebomb "God hates figs" demonstrators, and defeat a bare-chested tyrant riding a bear.

First Person Lover is free to play and works on PC as well as Mac. It is one of the first advergames developed in Unity, a software platform, and marks a new way of fashion marketing. Through the game also a new platform for e-commerce is introduced: Björn Borg in-game shopping.

### Voices on First Person Lover:

Felix "Pewdiepie" Kjellberg, 34,4 M followers: *"The most fabulous game in the universe"*.

American Youtube sensation **Markiplier**, 5,9M followers : *"Game of the year"*.

Adi Robertson, The Verge: *"Gives me hope for the future"*. <http://goo.gl/4SRIM1>

Michael Franco, Crave and CNET: *"I got addicted to First Person Lover, and you could too"*.

<http://goo.gl/UgZz6t>

Play First Person Lover [here](#)  
<http://firstpersonlover.com>

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**ABOUT BJÖRN BORG:** The Group owns the Björn Borg trademark; a sports fashion brand. It offers products within sportswear and underwear as well as footwear, bags, eyewear and fragrances. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. In total, there are 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.