



PICTIONARY™ LAUNCHES FIRST MOBILE APP ALLOWING FANS TO SKETCH ON THE GO

**Etermax and Mattel Bring the Classic Game to Life Digitally to Engage
Even More Fans**

Buenos Aires - New York, April 27, 2017 – Today Etermax, the creator of hits such as Trivia Crack and Aworded Crack, announced the launch of the digital app version of Pictionary™, based on the classic draw-n-guess board game, in partnership with Mattel. The mobile app will launch on April 27 surprising users with innovative game-play in its very first mobile version.

The new Pictionary™ app will include features inspired by the classic top selling draw-n-guess board game, while incorporating an innovative real-time feature which will allow players to make guesses while they see what their partners and opponents are drawing. This new app will also feature a simple, yet fun and colorful interface with the spirit of the board game that fans know and love.

“We are very proud to have joined this Pictionary™ challenge and to take it to the next level. Once again we have managed to merge two platforms –real and mobile– to create a game that will capture the attention of families around the world,” said Maximo Cavazzani, Etermax CEO.

“Pictionary™ has brought families together for more than 40 years, and Etermax is the perfect partner to bring this classic game to life in a new way for the next generation,” said Ray Adler, Senior Director, Global Marketing of Games at Mattel. “Fans will have even more ways to engage and challenge each other on-the-go one digital sketch at a time.”

APP HIGHLIGHTS:

- The words you can draw will be divided into 4 categories: “Person, Place, Animal”, “Object”, “Action” and “Difficult”.
- Fans will be able to play in English, Spanish, Portuguese, French, Italian, German, Dutch, Turkish and Russian.
- Variety of drawing tools that get better as you win including a pencil, paintbrush, crayon, pen, highlighter and eraser.
- Feed Section in which users can get inspiration from friends’ drawings.

Mattel chose to partner with Etermax on this app since it is a leader in the development of social games for mobile devices, as proven by the over 300 million fans of their apps. The Pictionary™ app is just another example of Etermax's capability to translate the best classic games to mobile platforms.

“With the experience we have acquired in the making of Trivia Crack, we trust that this new

app will be a global success", announced Cavazzani. "This new project will follow in the footsteps of our previous global hit and will provide users with hundreds of words available to draw in multiple languages."

"We have introduced innovative features that will allow users to enjoy Pictionary™ on a whole new level, without losing the original version's essence, and maintaining all the fun and charm of the board game." said Mariano Fragulia, Product Owner of Pictionary™ at Etermax.

Starting April 27, Pictionary™ will be available to download for free on iOS, Android and Amazon Kindle Fire.

For more information, please visit: <http://pictionary.etermax.com>

Media Kit

Video Trailer

About Etermax

Founded in 2009, based in Argentina Etermax is the fastest growing independent mobile game development company in the region. Its most popular games include: Aworded Crack (most downloaded game of all time in Spain), Word Crack, Bingo Crack, Trivia Crack and Trivia Crack Kingdoms. Trivia Crack became the 5th most played game worldwide, with a fan base of over 250 million users, it has led the rankings in the US, Turkey and over 35 other countries. Over the past few years, Etermax has established itself as a leading game development company in Latin America with the help of a team of 300 employees that continues to grow in its offices located in Argentina and Uruguay.

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

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