

TRIVIA CRACK LAUNCHES IN THE UNITED KINGDOM

The #1 App Game in the U.S. and Latin America to Invade England's Smartphones



Buenos Aires, January 21, 2015 – It's taken the Americas by storm – and now “**Trivia Crack**”, one of the world's most downloaded apps, is getting a U.K. release. Etermax, Trivia Crack's developer, has launched a U.K. specific version of the game as an addition to the existing English-language version, which has already proven to be popular all over the world. This British version includes questions such as: “*Which magazine greeted the birth of Prince George with the front page headline 'WOMAN HAS BABY'?*”; “*Which footballer is known for the phrase 'Why always me'?*”; “*Who would Cheryl Cole want to be reborn as?*”

Trivia Crack is the award-winning, highly addicting trivia game app that's topping the iTunes and Google Play store charts in the U.S. and 22 other countries beating out apps such as Candy Crush Soda Saga, Instagram and Facebook. With more than 85 million users of the app worldwide and 800,000 daily downloads, Trivia Crack is a quiz game that lets people test their knowledge and challenge friends as well as strangers to see who is the smartest U.K. players will find that the game offers a fun, colorful way to play, featuring an easy to master interface that will let them dive right in.

After **Trivia Crack** is downloaded, players connect (via Facebook or email) and can start a game right away with a friend or random opponent. Once a match is set, the first player will spin to decide which category they'll play first. The categories include science, entertainment, art, geography, sports and history. Each category has a corresponding character and answers are timed. The person who gets all six characters first, wins the game.

One characteristic which sets **Trivia Crack** apart from other games is that users are able to submit their own suggested questions, ensuring the game is constantly growing and that a highly diverse range of topics are represented within categories. To date, over 250,000 questions are daily suggested, with 2,000 new questions added to the game each day.

“Since adapting **Trivia Crack** for English-speaking audiences in mid-2014, we have quickly discovered that there is high demand from hardcore and casual app gamers alike for a fun, insightful trivia game in countries outside of Latin America”, said Maximo Cavazzani. “With 38 million users already playing Trivia Crack in the U.S., we are thrilled to bring the game to U.K. audiences with the hopes of seeing the same enthusiasm by users there.”

About Etermax:

Founded in 2009, Etermax is a mobile app game development company, responsible for popular app games including Aworded, WordCrack and Trivia Crack, the addicting trivia game that has taken the world by storm. With over 100 million users worldwide, Trivia Crack continues to be downloaded by new audiences on a daily basis, as it is the fifth most played game in the world.

Trivia Crack is available for download at:

GooglePlay: <https://play.google.com/store/apps/details?id=com.etermax.preguntados.lite>

iTunes AppStore: <https://itunes.apple.com/app/trivia-crack/id651510680>

Windows Phone: <http://www.windowsphone.com/en-us/store/app/trivia-crack/161a7b1f-df94-4331-ab0a-a964a345fb83>

Amazon: <http://www.amazon.com/Etermax-Trivia-Crack/dp/B00K6NLOLU>

For photos, logos and Trivia Crack related artwork, please use the following link to the press kit:

<https://www.dropbox.com/sh/a9cuutn14aelgwf/AAD3xrSTHLoko05k53-ME3k4a?dl=0>