



[Press Release]

“Trivia Crack” named App of the year by Apple

The trivia game has been awarded the prestigious title of iPhone App of the Year in Apple's "Best of 2016" rankings

BUENOS AIRES, Dec. 27, 2016 – Etermax, creator of the world’s most popular quiz game, Trivia Crack, is finishing off its record setting year with a bang.

Apple featured Trivia Crack as one of the App Store's best free apps of 2016 in Denmark, Norway, Finland and Turkey, beating out perennial frontrunners like Twitter, Spotify, Periscope, Clash Royale, Netflix and Piano Tiles, among many others.

Available in more than twenty languages worldwide, Trivia Crack is a global phenomenon and has been downloaded more than 200 million times, becoming the world’s 5th most played game and leading rankings in more than 36 countries.

For the holiday season this year, Trivia Crack will get a festive makeover, with Christmas-themed questions, characters and graphics, including simulated snowfall within the gameplay. The game will be updated with new permanent features: a VIP Machine will be added to allow users to obtain the cards they may be missing from exclusive collections so that they can complete their albums; and a new Trading Card Kiosk will be included in the game in order for users to trade their repeated cards for gems. Players will be able to access it through the Machine Room.

"2016 has been an absolutely fantastic year for Etermax. Trivia Crack dominated the charts around the world and reached new audiences. Etermax's mission is to help improve education worldwide and have fun doing it! We will continue this dedication to education and entertainment in 2017 and beyond" - said Etermax CEO Maximo Cavazzani.

Trivia Crack's success spurred a sequel game released last year called "Trivia Crack Kingdoms". The game features all-new topical questions created by players as well as top brands and NGOs like PEOPLE Magazine, Time Inc, iHeartRadio, A&E Networks LATAM (History Channel LATAM), Sony Pictures Entertainment, MTV LATAM, Greenpeace, among eighty exclusive brands. Popular TV shows and movies like Star Wars or Superheros like Hellboy, Spiderman, Iron Man, among many others have their own channels with quiz questions related specifically to each brand. In total, more than 280,000 channels are now active in Trivia Crack Kingdoms with more being added everyday.

Trivia Crack and Trivia Crack Kingdoms can be downloaded for free for iOS and Android in the following links:

Trivia Crack

Trivia Crack Kingdoms

About Etermax

Founded in 2009, Etermax is an independent mobile game development company based in South America. Its popular games include: Aworded Crack (most downloaded game of all time in Spain), WordCrack, Trivia Crack and Trivia Crack Kingdoms. Trivia Crack became the 5th most played game worldwide, with a fan base of over 200 million it was also at the top of rankings in the US, Turkey and over 35 other countries. In the past few years, Etermax established itself as the leading and fastest growing game development company in Latin America, with a team of over 250 employees that continues to grow in its offices in Buenos Aires and Montevideo. The logo, design and denomination of all materials of the aforementioned, including Etermax, Trivia Crack and all related trademarks, are registered and protected by the Intellectual Property Law. Visit us online at www.etermax.com

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Press:

Débora Nara, press@etermax.com, +5411 4546 0594