



[PRESS RELEASE: FOR IMMEDIATE RELEASE]

## **Etermax and Mundoloco announce the release of a new Trivia Crack animated series**

Two Argentinian entertainment companies have united to create an animated series based on the mega hit Trivia Crack.

**Miami, February 15, 2017** - Etermax, a leading company in social game development and Mundoloco CGI, an award-winning animation studio behind the box-office hit Metegol (Underdogs), announce their alliance in developing an animated series based on the characters from Trivia Crack

Trivia Crack is a game that revolutionized the App Store and Google Play in America and Europe, becoming one of the most popular games worldwide and reaching over more than 200 million users of all ages. Through an alliance with Mundoloco CGI, the characters Willy, Tito, Hector, Albert, Tina, Pop and Bonzo will be brought to life on TV, where they will experience bold adventures in a fun-filled animated series for the whole family.

The series promises to include the challenge of questions and answers from the famous mobile game into a new dimension, while maintaining its educative and recreational spirit and its colorful design.

“We’re thrilled to begin developing this new groundbreaking series, and help transform the learning process into an exciting adventure,” said Juan José Campanella, Mundoloco CGI’s co-founder.

### **Two entertainment leaders come together to form an alliance.**

This strategic alliance between these two creative forces is no coincidence. Trivia Crack - the 5th most played game worldwide, was 1st in the rankings of over 37 countries. This way, the top talents from Argentina will come together to create new entertainment for audiences worldwide.

Maximo Cavazzani, CEO of Etermax announced in regards to the new alliance: “To work side by side with a director as important as Juan Campanella and the Mundoloco team is a great honor. We are very excited to see how the characters from Trivia Crack come to life and continue to entertain and spread knowledge to families all over the world.”

“Together with Etermax, we’ll continue innovating in the creation of high quality educational entertainment content for global audiences” added Gaston Gorali Mundoloco CGI CEO.

Trivia Crack received a very positive response, not only in the social gaming industry, but also within education, to the extent of being declared of National Cultural Interest by the Ministry of Culture in Argentina, the first time in history a game has received this distinction.

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### **About Etermax**

Founded in 2009, Etermax is an independent mobile game development company from Argentina, achieving the most growth within the region. Its most popular games include: Aworded Crack (most downloaded game of all time in Spain), WordCrack, Trivia Crack, Trivia Crack Kingdoms, Melody Monsters and Pictionary. Trivia Crack became the 5th most played game worldwide, with a fan base of over 200 million users, 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 280 employees that continues to grow in its offices located in Buenos Aires and Montevideo. The aforementioned logo, design and denomination of all materials, including Etermax, Trivia Crack and all related trademarks, are registered and protected by the Intellectual Property Law. For more information, visit us online at [www.etermax.com](http://www.etermax.com)

### **About Mundoloco CGI**

Mundoloco CGI is one of the top digital animation studios in Latin America. It's the Studio behind the smash hit feature film Metegol (Underdogs), the largest animated film to come out of Latin America to date, released in over 50 countries, and winner of numerous international film awards including the prestigious Goya award in Spain, the Platino award, the Sur award in Argentina, and the grand prize at the NY Film Festival. It was co-founded by Academy Award winner, Juan José Campanella. Mundoloco CGI is currently producing innovative content for kids worldwide in collaboration with Cris Morena Group and Discovery Kids International.

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