



PRESS RELEASE

## Magic Land Island - wooga sets sail for Mobile Social Games

- **wooga launches HTML5 game on Facebook's new mobile app**
- **First step into mobile gaming for the Social Game Developer**

**October 10, 2011** – today, wooga launches its first mobile game Magic Land Island on Facebook's new mobile apps and mobile site (m.facebook.com). Magic Land Island is an HTML5 game, which is now accessible on all smartphones and tablets, allowing users to play wherever and whenever they want with their friends.

Magic Land Island is a mobile version of Magic Land, specifically designed for Facebook's mobile site, which is integrated into Facebook's iPhone and iPad app. Magic Land was launched mid-August on Facebook. Its engaging story combines medieval customs and legends in a mix of role-playing, city builder and adventure features. It has already fascinated about 4m monthly active players since its launch. Now Magic Land Island launches as a stand-alone game and will be connected to Magic Land soon.

Programmed in HTML5, Magic Land Island launches on Facebook's newly updated mobile apps and mobile site, giving users the ability to play their favourite Facebook games and use Facebook apps on their smartphones and tablets.

*"The rapid technological development and possibilities of HTML5 surprised us during the development process and we are really seeing a lot of potential for a new segment of mobile social games,"* commented Philipp Moeser, wooga's CTO, the launch today.

wooga Founder and CEO, Jens Begemann added: *"We are excited about the possibilities, especially the new social distribution channels, which come along with Facebook's new mobile apps and mobile site. wooga has always focused on the social experience - to build games, which are inherently social. This new mobile technology allows us to take this expertise to a whole new level: social mobile. 70% of our users are female and many between 35 and 45. They are also starting to look for mobile games which connect them to their friends wherever they are."*

Technologically, Magic Land Island is one of the most sophisticated mobile HTML5 games so far. Its cross-device compatibility, allowing both iOS and Android device users to play the game, gives Magic Land Island an expanded reach and offers a unique social gaming experience. Magic Land Island enhances the joy of playing Social Games, as it turns the adventurous magical world into an interactive mobile experience.

### Highlights:

- One of the technologically most sophisticated mobile HTML5 games
- Cross-device compatibility (Currently optimized for iOS devices, runs also on modern Android devices)
- Social interaction embedded in the game – mobile social experience

Please download high-resolution images here: [www.wooga.com/2011/10/html5/](http://www.wooga.com/2011/10/html5/)



### **About wooga**

Founded in 2009 in Europe's leading technology hub, Berlin, wooga - world of gaming is the third largest social game developer in the world. wooga creates high quality games for Facebook and iOS, with a specific focus on emotional character development, usability, and superb localization in seven languages.

wooga is committed to creating innovative and original game titles for players of all ages, bringing millions of users around the world together through a world of gaming.

wooga's free-to-play Facebook games are enjoyed by over forty million active players per month - 70% of which are women. wooga's games generate revenue by selling virtual goods: Monster World players, for example, have bought more than twenty-eight million magic wands so far - making wooga the biggest supplier of virtual magic equipment in the world.

wooga is also a world leader in the development of cutting-edge technologies, enabling millions of users to compete with their friends.

For more information, please visit: [www.wooga.com](http://www.wooga.com)

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