



## Press Information

### **Bumrise.com: Europe's most popular online game poised to take America by Storm**

**Hamburg/New York, February 17<sup>th</sup> 2010** - Germany's most successful and highly controversial online game has officially launched in the US. Bumrise ([www.bumrise.com](http://www.bumrise.com)) is the New York version of Pennergame ([www.pennergam.de](http://www.pennergam.de)), the German web sensation that has literally destroyed all other gaming records in the country, including the renowned World of Warcraft. Co-founder Marius Follert is looking forward to the reactions of the American public. He explains, "In Germany and France, many politicians are criticising the game for its derogatory portrayal of the homeless."

The concept of the game is rags to riches. Characters start off as a homeless bum on the streets with no money, work up to being King of the Streets, and attain status as one of Manhattan's elite. This is attained by begging, fighting, joining gangs, committing crimes, conducting animal fights, and heavy drinking. But this is not Germany's version of "Bumb Fights." Characters must also improve their education, dexterity, speech, cleanliness and musical ability to get ahead.

Pennergame is the German browser game started in 2007 by two 18 year old high school students, Niels Wildung and Marius Follert. There are over two million registered players in Germany alone, and over three million players world-wide including Poland, France, Spain, and Turkey.

Bumrise is expected to follow in the footsteps of the already successful French, Spanish, Polish, and German versions. "We already know that our game has a cross-boarder appeal, and for that reason we plan an energetic expansion in the upcoming months" states co-founder Follert. Wildung adds, "New York is such a special place that we believe that all American gamers can identify with the city."

Bumrise is also able to be played on Facebook. The application is called StreetRivals – a more global name to incorporate all international versions into one game. The advantage here is that the players are able to play against people from all over the world on one platform.

### **About Bumrise**

Bumrise, the US version of Germany's biggest on-line game Pennergame, is operated by Farbflut Entertainment GmbH based in Hamburg, Germany. Founders and managing directors are now 21-year-old Marius Follert and Niels Wildung. Investors in Farbflut are German Internet serial entrepreneurs Daniel Grözinger and Sven Schmidt, e.g. founders of dynastree.com and verwandt.de.

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