



Press Information

The homeless invade Facebook: StreetRivals positions itself as one of the most popular roll playing games on Facebook

Hamburg/New York, March 3, 2010 – StreetRivals, the internationalized Facebook game about homelessness has launched successfully in seven different languages. The player starts off on the streets of either London or San Francisco as a homeless bum and tries to become King of the Streets through begging, fighting and collecting trash. After only a few days of its release, StreetRivals has already registered over 200,000 active users, and is quickly moving up the ranks in popularity as roughly 10,000 new players are starting the game each day. The game is especially hot in Europe and South America where the game is spreading like wild-fire. By committing crimes, learning musical instruments, and completing "missions", the player advances to new levels and new worlds. The second virtual world is Los Angeles!

"We are experiencing an unbelievable viral effect. Our goal is to belong to the top 50 games on Facebook world-wide," explains managing director of Farbflut Entertainment Marius Follert. In order to further increase the fun within the game, Farbflut is always adding new functions. For example there is currently a player ranking system being set up in order to see where you stand compared to other people playing the game. There is also a gang feature where you can complete missions with friends on Facebook, such as robbing a bank. "StreetRivals is a ton of fun. My friend and I are really excited about the gang function that will soon be implemented in the game. Then we can play together", says Martin, a StreetRivals player.

The idea of StreetRivals stemmed from Farbflut's European success Pennergame (www.pennergam.de) a browser-based game that is also centered around the theme of homelessness. Pennergame, which literally translates to "Bum game" has over 3 million registered users worldwide and has versions in Spain, France, Poland, Turkey, Germany, the UK and just recently released a US version based in New York called "Bumrise" (www.bumrise.com). One homeless organization, The Association of Community Employment Programs for the Homeless in New York City has already commented on the game saying, "We do not take lightly the plight of Homeless men, women and children and we certainly do not see it as an appropriate topic for a game".

About Farbflut

Farbflut Entertainment GMBH operates the browser-based online game Pennergame and all its international versions. Founders and managing directors are the 21 year olds Marius Follert and Niels Wildung. Investors are Daniel Grözinger and Sven Schmidt, the successful Internet Entrepreneurs of ICS (verwandt.de, dialo.de, auskunft.de).

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