



**Farbflut**  
Entertainment GmbH

## **Press Information**

### **500,000 Homeless People are Living Under the Golden Gate Bridge**

**Hamburg, March 31 2010.** StreetRivals, the surprise Facebook sensation about homelessness is now one of Facebook's top-rated role playing games in Europe and South America. The game has only been online a few weeks and is already over the 500,000 monthly users mark and registers roughly 10,000 new players every day. The game's creator, Farbflut Entertainment, is astounded by the global phenomenon of social gaming. "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.

Originally set on the streets of London, the players now have a choice between London or San Francisco when registering to play, so now the player's character can roam the streets of San Francisco performing missions such as bungee jumping off the Golden Gate Bridge, racing down Lombard Street in shopping carts, and even taunting the Triads in Chinatown. Of course all the original features such as fighting, collecting bottles, begging and drinking are all major features of the game that advance the player.

The idea of StreetRivals stemmed from Farbflut's European success Pennergame ([www.pennergam.de](http://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 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](http://www.bumrise.com)). One homeless organization 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"".



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### **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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