



## **SUBWAY SURFERS CONSUMER & LIFESTYLE BRAND TO DEBUT AT WALMART IN 2020**

### **Exclusive Brick and Mortar Retail Program Includes Toys, Apparel and more**

**COPENHAGEN - (February 22, 2020)** - In the latest move illustrating SYBO Games' growth and position in the industry, the company's SUBSURF® consumer and lifestyle merchandise brand readies for a comprehensive brick and mortar retail program in the U.S., exclusively at Walmart. From toys, apparel, accessories, wheeled goods, home tech and more, merchandise will be available in more than a dozen categories as new partners have signed to create, manufacture and market a variety of products based on *Subway Surfers*, the most downloaded mobile game of the decade. Retail Monster US, *Subway Surfers*' North American licensee agent helped broker the exciting deals.

Boasting over 2.7 billion downloads around the world, *Subway Surfers* was bestowed the recognition in late 2019 by [App Annie](#).

The new licensees and respective products for the U.S. and Canada territories include **Sakar** for wheeled goods and safety gear; **Accessory Innovations** for collection of bags, backpacks, and travel accessories; **Franco Manufacturing** for home textiles; and **Bioworld** for multiple lines of apparel and accessories. *Subway Surfers* products will arrive on Walmart shelves beginning this Summer.

The announcement comes as SYBO Games' master toy partner **Alpha Group** showcases the first-ever range of lifestyle toys at Toy Fair New York this week.

"This year promises a new SUBSURF experience as product rolls into Walmart and new partners come on board," said Naz Amarchi-Cuevas, SYBO Games' Chief Commercial Officer. "We're excited about our consumer product lines. From toys to apparel to gadgets and more, each licensee is committed to delivering the authentic street-smart, art and edgy youth culture, attributes of the Subway Surfers brand, and we keep following our strategy of rolling out products in a paced and thoughtful way."

#### **About SYBO Games:**

SYBO Games is a Danish mobile games developer founded in 2010, known for the massive mobile hit *Subway Surfers* (co-developed and published by Kiloo). Five years after the launch of the mobile game, *Subway Surfers* topped 2017's most downloaded mobile game in the world. *Subway Surfers* has been downloaded more than 2.7 billion times since its launch. To find out more please visit <http://sybogames.com/>.

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