



SUBWAY SURFERS RUNS THROUGH LITTLE ROCK AS SUBSURF CONSUMER PRODUCTS LAUNCH AT WALMART

COPENHAGEN, DENMARK - As the first SUBSURF toy range arrives in Walmart stores and on Walmart.com this week, SYBO Games' mobile phenom Subway Surfers game has its iconic players running through Little Rock, Arkansas for the first time.

Originally conceived as an animation property in 2009, creators Sylvester Rishøj Jensen and Bodie Jahn-Mulliner won first prize for best animation movie about a cool character that hangs out at an old subway station, avoiding a grumpy inspector and his dog. Their short film gave birth to Subway Surfers the mobile game in 2012, which they further co-developed with Kiloo, a Danish games publisher.

Subway Surfers is currently leading the download charts in the United States as the most downloaded free game AND free app on iOS, per industry analyst Sensor Tower.

The comprehensive line of lifestyle toys from Alpha Group USA embody the mobile game and global brand's key elements of their favorite characters, music, street-art and style. From the **Street Jammers** emblematic boom box and spray can plush, colorful **SUBSURF Shorties** collectible figures, stylish **Fresh Kicks** keyrings featuring both skater and athletic collectible mini sneakers and **Kustom Kings** art-inspired foot-long subway cars, the line extends the brand's edgy youth culture, skate, and music influence that appeals to loyal fans. The complete SUBSURF toy line will be available beginning July 30. Backpacks from Accessory

Innovations rolled out in select stores earlier this summer, and additional licensed products are planned for Q3 and Q4.

Through digital codes found on key products, SYBO further extends the Subway Surfers' experience, allowing fans to jump from the physical world back to the mobile game unlocking rewards and coveted items.

"Over the course of the past years, we've strategically and with great purpose built-out the SUBSURF consumer and lifestyle merchandise brand to ensure we deliver the authentic attributes Subway Surfers fans have come to expect," said Naz Amarchi-Cuevas, SYBO Games' Chief Commercial Officer. "To mark the Walmart milestone, we've incorporated iconic elements of the storied retailer!"

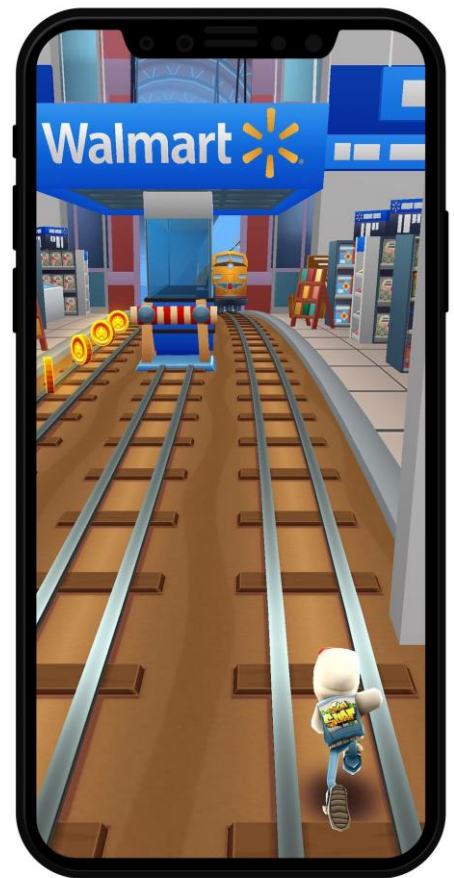
Subway Surfers lands in Little Rock, a first for the most downloaded mobile game of the decade. In Subway Surfers: Little Rock, players will find themselves exploring the city's landscape, including a run by and through a Walmart store, as well as the introduction of our new, limited time character Jack.

Boasting over 2.8 billion downloads around the world, *Subway Surfers* was named the most downloaded game of the decade in late 2019 by [App Annie](#).

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). Danish animation school graduates, Sylvester Rishøj Jensen and Bodie Jahn-Mulliner founded SYBO in 2010 after winning 1st prize for best animation movie in 2009. Their short film gave birth to Subway Surfers which they further co-developed with Kiloo, a Danish games publisher. Today, the game studio is completely self-published and continues to develop regular updates for Subway Surfers.

Subway Surfers topped 2019's most downloaded mobile game in the world. Subway Surfers has been downloaded more than 2.8 billion times since its launch. To find out more please visit <http://sybogames.com/>.



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