



Zynga's Game of Thrones: Legends Now Available Worldwide with Launch Trailer Starring Kit Harington

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Famed actor behind Jon Snow returns to Westeros to celebrate launch of RPG puzzle mobile game featuring the world, characters, and lore of popular HBO® franchise

SAN MATEO, Calif.--(BUSINESS WIRE)--Jul. 25, 2024-- [Zynga Inc.](#), a wholly-owned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO) and a global leader in interactive entertainment, today launched [Game of Thrones™: Legends](#) for players worldwide. The high-profile mobile RPG puzzle title incorporates content and characters from the iconic Emmy® Award-winning and Golden Globe® winning *Game of Thrones* and *House of the Dragon*™ series. The game, officially licensed by Warner Bros. Interactive Entertainment on behalf of HBO®, is now available to download on the [App Store](#) and [Google Play](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240725032612/en/>



Zynga Inc., a wholly-owned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO) and a global leader in interactive entertainment, today launched *Game of Thrones™: Legends*, for players worldwide. The high-profile mobile RPG puzzle title incorporates content and characters from the iconic Emmy® Award-winning and Golden Globe® winning *Game of Thrones* and *House of the Dragon*™ series. The game, officially licensed by Warner Bros. Interactive Entertainment on behalf of HBO®, is now available to download on the App Store and Google Play. (Graphic: Business Wire)

Following a comedic fan interaction, showing the beloved actor's range stepping out of his infamous *Game of Thrones* character. This new marketing campaign is featured on Max including during new episodes of *House of the Dragon*, for which the game is a title sponsor of Seasons 1 and 2. [Watch the campaign here.](#)

"The creativity and care taken to create *Game of Thrones: Legends* is obvious and it feels completely natural to jump back into Westeros for this game," says Harington. "This is a true love letter to the fans, of whom the franchise would be nothing without, and I'm honoured to pay tribute to them in this new campaign."

"Our teams have developed and built *Game of Thrones: Legends* to create both an engaging gaming experience and a deep *Game of Thrones* experience for the fans and it is thrilling to see our work launched alongside this fantastic marketing campaign," said Yaron Leyvand, Executive Vice President, Mobile Games, Zynga. "We are proud to bring this title to the world, along with Kit Harington, and we cannot wait to see the stories our players tell as they travel through Westeros."

In *Game of Thrones: Legends*, players build and lead their own Westeros house, honing their tactics and skill as they strategically assemble a team of champions, equip weapons, and gear, and face formidable foes from the *Game of Thrones* universe. Players can tackle their quest in story mode or engage in Raids, playing against each other in real-time as they level up their roster of champions.

Key Game Features:

- Complete missions throughout Westeros in a journey to claim the Iron Throne;
- Build and upgrade an iconic team featuring champions like Jon Snow, Rhaenyra Targaryen, the Hound, Ser Criston Cole, Drogon, Arya Stark, and Ghost;
- Showcase strategic prowess in epic RPG puzzle battles;
- Lead your own house of Westeros showing off personalized houses and powerful allies;
- Diversify puzzle battle strategy with champion pairings to conquer different game modes and enemies;
- Leverage lore to discover champion, weapon, and gear synergies – for instance, pair up Jon Snow and Ghost or have Arya equip Needle;
- Execute moves, charge special abilities, and discover powerful combos to obliterate opponents.

More information, tutorials, updates, and exclusive behind-the-scenes content can be found at www.gameofthroneslegends.com and across social media on [Facebook](#), [Instagram](#), [X](#), [TikTok](#), and [YouTube](#).

For supporting assets including the campaign spot and new gameplay trailer, [click here](#).

Zynga is a wholly-owned publishing label of Take-Two Interactive Software, Inc.

Today's announcement comes with the exciting return of Emmy® and Golden Globe® nominated actor Kit Harington to the *Game of Thrones* franchise. Known for his iconic role as Jon Snow, the trailer stars Harington in the present day, deeply immersed in the mobile game causing Westeros-based fantasies while walking through a dimly-lit members club. Harington quickly returns to reality

ABOUT ZYNGA INC.

Zynga is a global leader in interactive entertainment with a mission to connect the world through games and a wholly-owned subsidiary of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). With massive global reach in more than 175 countries and regions, the combined diverse portfolio of popular game franchises has been downloaded more than 6 billion times on mobile, including *Star Wars™ Hunters*, *CSR Racing™*, *Dragon City*, *Empires & Puzzles™*, *FarmVille™*, *Golf Rival™*, *Hair Challenge™*, *Harry Potter: Puzzles & Spells™*, *High Heels!™*, *Merge Dragons!™*, *Merge Magic!™*, *Monster Legends*, *Toon Blast™*, *Top Eleven*, *Toy Blast™*, *Two Dots*, *Words With Friends™*, and *Zynga Poker™*. Zynga is also an industry-leading next-generation platform with the ability to optimize programmatic advertising and yields at scale with Chartboost, a leading mobile advertising and monetization platform. Founded in 2007, Zynga is headquartered in California with locations in North America, Europe, and Asia. For more information, visit www.zynga.com or follow Zynga on [Twitter](#), [Instagram](#), [Facebook](#), or the [Zynga blog](#).

ABOUT WARNER BROS. INTERACTIVE ENTERTAINMENT

Warner Bros. Interactive Entertainment is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

ABOUT HBO LICENSING & RETAIL

HBO Licensing & Retail, a division of Home Box Office, Inc., partners with best-in-class licensees around the world to give HBO's global audience new and exciting ways to engage with their favorite shows. The division leverages iconic, award-winning HBO programs such as *Game of Thrones*, *VEEP*, *Sex and the City*, *Silicon Valley*, *Insecure*, *The Sopranos*, *Big Little Lies*, *True Blood* and more to create officially licensed consumer products, innovative merchandise programs, retail activations and live immersive experiences. HBO Licensing & Retail works across a broad range of product categories, including collectibles, apparel, publishing, live branded experiences, digital gaming, fashion and beauty collaborations, luxury accessories, and beyond. Officially licensed HBO merchandise can be purchased in retail stores around the world, online in the US at <http://store.hbo.com>, and at the groundbreaking HBO retail hub, the HBO Shop®, located at 42nd and 6th Avenue in New York City.

ABOUT GAME OF THRONES

Based on George R.R. Martin's acclaimed book series, *A Song of Ice and Fire*, the Emmy® Award-winning HBO series *Game of Thrones* follows kings and queens, knights and renegades, liars and noblemen who are engaged in a deadly cat-and-mouse game for control of the Seven Kingdoms of Westeros. The epic series' storylines of treachery and nobility, family and honor, ambition and love, and death and survival have captured the imagination of fans globally and made it one of the most popular shows on television.

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ABOUT TAKE-TWO INTERACTIVE SOFTWARE

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher, and marketer of interactive entertainment for consumers around the globe. The Company develops and publishes products principally through Rockstar Games, 2K, Private Division, and Zynga. Our products are currently designed for console gaming systems, PC, and Mobile including smartphones and tablets, and are delivered through physical retail, digital download, online platforms, and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein, which are not historical facts, including statements relating to Take-Two Interactive Software, Inc.'s ("Take-Two," the "Company," "we," "us," or similar pronouns) outlook, are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for our future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including risks relating to our combination with Zynga Inc.; the risks of conducting business internationally, including as a result of unforeseen geopolitical events; the impact of changes in interest rates by the Federal Reserve and other central banks, including on our short-term investment portfolio; the impact of inflation; volatility in foreign currency exchange rates; our dependence on key management and product development personnel; our dependence on our *NBA 2K* and *Grand Theft Auto* products and our ability to develop other hit titles; our ability to leverage opportunities on PlayStation®5 and Xbox Series X|S; factors affecting our mobile business, such as player acquisition costs; the timely release and significant market acceptance of our games; the ability to maintain acceptable pricing levels on our games.

Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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