

# FlowPlay and Joju Games Launch Fringo, a Hybrid Slots and Bingo Social Casino Game, on Mobile Devices

Fruit-Themed Social Casino Title Popularized in Vegas World; Fringo is Available Now on Android and Coming Soon to iOS

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FlowPlay Logo



SEATTLE, June 8, 2015 /PRNewswire/ -- FlowPlay (<http://www.flowplay.com/>), a leader in virtual world games and technology, today announced that Fringo (<http://www.fringogame.com/>), a hybrid social casino game combining slots and bingo, has launched as a free-to-play mobile game for Android devices. Available now on Google Play (<https://play.google.com/store/apps/details?id=air.com.flowplay.FringoMobile>), the fruit-themed social casino title will also be available on iOS devices in the coming weeks.

To download the Android app, visit: <https://goo.gl/Z8j8dz> (<https://goo.gl/Z8j8dz>)

According to SuperData (<http://www.superdataresearch.com/blog/mobile-dominate-social-casino-games-2015/>),

mobile games are predicted to capture 55 percent of the social casino market in 2015, which as a whole is estimated as a \$3.4 billion market opportunity. The reward of mobile social casino games is particularly high for casino and card games in the Google Play store, where revenues increased by 105 percent in the last year (App Annie (<http://go.appannie.com/uk-mobile-casino-gaming-spotlight-november-2014/>)). In addition to the rise of mobile social casino titles, SuperData has identified hybrid social casino apps – similar to Fringo – as a 2015 trend to watch.

Similar to Bingo gameplay, Fringo players match various cartoon fruits on their board to fruits scrolling across the screen with the goal of daubing as many slots as possible. Combined with the payline mechanics utilized in traditional slots games, players earn more coins and Fringo Points (FP) as they daub full paylines to make "Fringos." With some luck and a little bit of strategy, players can rise to the top of the pack and earn additional rewards for placing within the top three. Fringo's multiplayer experience allows for as many as one hundred players to compete simultaneously, together across all platforms including web and mobile.

Additional gameplay features include:

- **Select boards and earn power-ups:** Players can select from a variety of boards before each game that contain a random set of bonus fruits. Fruits with lightning bolts included in their slots help fill an electricity bar to unlock power-ups and help fill the board.
- **Level-up with FP:** As players earn more Fringo Points, new island environments and power-ups become available. Featuring 10 tropical locations, the level of difficulty increases as you make your way through the various islands with the addition of new, more exotic fruits and increase in gameplay speed.
- **15 paylines:** Fully daub any one of the 15 paylines to earn coins and FP's, with bonus points given for double and triple Fringos and blacking out the entire board.
- **Achievements and daily rewards:** Complete a series of fun challenges on each island to earn achievements and bank new rewards. Log in frequently to earn free power-ups.
- **Compete and chat with other players:** Each game pits players against one another to earn the most FP's with first, second, and third places earning extra rewards. As many as one hundred players can compete and chat together across all platforms, including web and mobile.

"As social casino games continue to rise in popularity, the need to create casual casino experiences beyond the single-players slots games that continue to dominate the industry has also become increasingly important. Fringo is introducing a new style of gameplay to help fill the gap of engaging social casino experiences that players are seeking out more and more," said Derrick Morton, CEO of FlowPlay. "We believe this hybrid approach has the opportunity to shake things up in the sector and we're looking forward to the response from casino gamers, especially as we bring Fringo to iOS in the coming weeks."

Originally launched within FlowPlay's massively-multiplayer online game, Vegas World (<http://www.vegasworld.com/>), Fringo quickly became a popular mainstay in the game. FlowPlay's social casino games have seen significant success in the industry to date, having reached industry-high monetization rates. Achieving an average revenue per daily active user (ARPDau) of 47 cents, FlowPlay's games more than doubled that of the industry standard of 23 cents in January 2015 (SuperData).

Fringo was developed by Joju Games (<http://www.jojugames.com/>), the studio behind more than 50 casual games titles for major entertainment brands including MTV, Nickelodeon, and Comedy Central. The iOS version of Fringo is slated launch in the next few weeks.

## **About FlowPlay**

FlowPlay (<http://www.flowplay.com/>), a developer of virtual environment and game technologies, make immersive worlds and massive multiplayer games possible with no software required beyond a basic browser. FlowPlay's first consumer product, ourWorld (<http://www.ourworld.com/>), is played by over 35 million players and is one of the most popular teen virtual worlds. Vegas World (<http://www.vegasworld.com/>), FlowPlay's flagship social casino MMORPG, achieves industry-leading player monetization rates. In November 2013, FlowPlay introduced its social casino white-label platform, allowing businesses from any industry to quickly and easily bring their own uniquely branded social casino games to market. FlowPlay was founded in 2006 and is primarily funded by Intel Capital and the creators of Skype. For more information on FlowPlay, contact [bizdev@flowplay.com](mailto:bizdev@flowplay.com) (<mailto:bizdev@flowplay.com>).

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