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From a hobby project to a global player: **InnoGames reaches 50 million players**

Hamburg, August 12. InnoGames, one of the worldwide leading developers and publishers of MMOGs (Massively Multiplayer Online Games) is continuing its dynamic growth: As the German company today announced, it has just welcomed its 50 millionth player. The users are coming from all continents and about 200 different countries.

“This is really a huge success for us. We put a lot of effort and passion into our games; therefore it is a big motivation that they give pleasure to so many players”, InnoGames founder Hendrik Klindworth stated. However, this success was not planned from the beginning. In 2003, Hendrik – together with his brother Eike and his friend Michael Zillmer – developed their first browsergame: Tribal Wars. It was supposed to remain a hobby project, playable for some few friends, but with more than 30 million players, it has turned to be one of the biggest Browsergames ever and is now translated into 33 different languages.

Mr Klindworth still remembers the decisive months quite well: “In retrospective, it was a perfect decision in 2006 to professionalize ourselves and to hire our first employees. But in those days, we needed a lot of courage for this, as it meant that my brother and I had to quit our studies.”

From 2006 on, not only the number of players boomed, but also InnoGames as a company. Today, the former start up has more than 80 employees in Hamburg, a dozen trainees and dual students amongst them. Besides this, 75 freelancers all around the world work for them as local Community Managers in New York, Rio de Janeiro or Seoul. These numbers shall increase: In the next twelve months, InnoGames plans to create about 100 new jobs.

In April 2010, they founded their first subsidiary company, InnoGames Korea, which is supposed to strengthen InnoGames’ position on the Asian market. At the same time, InnoGames wants to publish more Asian games in North America and Europe.

Recently, InnoGames has also expanded its game portfolio. Until 2009, this only consisted of Browsergames, but in July 2010, they published their first Facebook game, WestWars. Just four weeks later, the game has about 40,000 fans and 250,000 monthly active users according to the Facebook stats. Furthermore, InnoGames has acquired their first license for a client game, the Japanese Arcadia Saga. The Germany company will publish it within the next weeks. In opposite to the Browsergames, users will need to install a software (client) to play the game, on the other hand, this offers better graphics for the players. All of the games have one thing in common: They are free to play without any time limit. Optionally, users can buy premium services which offer certain in game advantages.