

DIMENSIONAL BRANDING GROUP DEBUTS *SKEE-BALL ARCADE*[™] APP

*First Officially Licensed Skee-Ball® App Now Available on
iTunes App Store, Amazon App Store and Google Play*

SAN FRANCISCO, CA – November 20, 2013 – Dimensional Branding Group (DBG), the exclusive licensing and promotion agency for Skee-Ball®, announced today the release of *Skee-Ball Arcade*[™], the only officially licensed Skee-Ball® game app for iOS and Android devices. The app is free-to-play and will be available in the iTunes App Store, Amazon App Store and Google Play.

Skee-Ball Arcade[™] brings a new look and user experience to an iconic game that has been beloved by children and adults alike around the world for more than a century. Scopely, a next generation mobile entertainment network that provides an entirely new development and distribution model to developers, is Skee-Ball®'s licensee. The app was developed by Big Cave Games, the independent studio that created the award-winning ORC: Vengeance.

Skee-Ball Arcade[™] lets players roll the ball with the flick of a finger, tilt the device to control the roll and use power-ups to slow time, launch multiple balls, perfect their aim and more. Launching with five unique machines and play patterns, including Skee-Ball Classic, Galaxy, Basketball, Candy and Pinball, a new machine will be released for *Skee-Ball Arcade*[™] each month. Each machine comes with a unique set of power-ups.

Individuals can also join daily tournaments with players from all over the world, challenging friends via Facebook and SMS or matching skills with a random buddy – all in the only officially licensed Skee-Ball® game.

“Skee-Ball is the bestselling cross-generational arcade brand in the world,” says Larry Seidman, CEO of DBG. “The state-of-the-art, multiplayer *Skee-Ball Arcade*[™] game illustrates the commitment of Skee-Ball® to continue innovating the 20th bestselling paid iOS app of all time which is now a free app.”

“Skee-Ball is a classic game and an arcade favorite. *Skee-Ball Arcade*[™] puts a modern, social twist on it by giving players the chance to test their Skee-Ball skills against competitors anytime, anywhere,” said Walter Driver, co-founder and CEO, Scopely. “Big Cave has developed a game players of all ages

can enjoy, and we're thrilled to release *Skee-Ball Arcade*™ through our Developer Network to help them gain visibility and audience.”

Skee-Ball Arcade™ is available for free on the iTunes App Store, Google Play and Amazon App Store at the following links:

iTunes App Store

<https://itunes.apple.com/app/skee-ball-tournaments/id677963345?mt=8>

Google Play

<https://play.google.com/store/apps/details?id=com.scopely.skeeball>

Amazon App Store

<http://www.amazon.com/gp/mas/dl/android?p=com.scopely.skeeball>

Assets, including screenshots, logos and the official game trailer, can be downloaded here:

<https://www.dropbox.com/sh/vzcg544cb531mzu/-bm9HKOVAP>

About Skee-Ball®: Invented in 1909 by J.D. Estes in Philadelphia, Skee-Ball, the grandfather of all redemption games, is an icon of amusement parks, arcades and boardwalks across the nation and throughout the world. Under the almost 30 year ownership of Joseph Sladek and his family, Skee-Ball has spawned new and innovative redemption games, like Super 21, Big Crane One and Super Shot Basketball. The original Skee-Ball game has even become a competitive and social sport, played in bars in North America. For more information, go to <http://skeeball.com>.

About Dimensional Branding Group, LLC: The San Francisco Bay Area based brand extension agency that focuses on brand licensing and promotion services with a unique emphasis on the interactive & digital channels. DBG develops iconic brands & digital trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet among others), Temple Run, Jenga, Skee-Ball, Chronicle Books, Urban Dictionary, Miniclip & Bob's Space Racers. For more information, please visit www.dimensionalbranding.com.

About Scopely: Scopely is a next generation mobile entertainment network that provides an entirely new development and distribution model to developers. Through its Developer Network, Scopely works with the top independent studios to co-develop multiplayer games that leverage its network for technology, distribution and monetization, leveling the playing field for mobile games and allowing the smallest mobile developer to compete with global gaming giants. Scopely was founded in 2011 by social gaming entrepreneur Walter Driver, former Applied Semantics co-founder Eytan Elbaz, former lead software developer on MySpace's Developer Platform, Ankur Bulsara and startup veteran Eric Futoran. The company is based in Los Angeles and funded by Anthem Venture Partners, The Chernin Group, Felicis Ventures, Greycroft Venture Partners, Lerer Ventures, New Enterprise Associates (NEA) and Red Swan Ventures.

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