



Universal Studios Home Entertainment and Zynga Wrap Blockbuster Social Media Marketing Campaign In Mafia Wars In Support of the Blu-ray™ and DVD Release of *Public Enemies*

Mafia Wars Collaboration on the Home Entertainment Release of Public Enemies Drives Unprecedented Social Engagement

NEW YORK – Jan. 14, 2010 – The critically acclaimed gangster saga *Public Enemies* (www.publicenemies.net) has been described as “explosive... thrilling... suspenseful,” “one of the best of the year,” and “like no other.” Those same descriptions accurately reflect the success of the wildly popular Facebook game, Zynga’s Mafia Wars (<http://www.zynga.com/games/index.php?game=mafiawars>), that launched an unprecedented social media campaign to promote the film’s high-profile December 2009 Blu-ray™ and DVD release.

The campaign, led by appssavvy (www.appssavvy.com), a direct sales team for the social media space, in partnership with the Los Angeles office of Ignited (www.ignitedusa.com), a marketing innovations agency working on behalf of Universal Studios Home Entertainment (www.universalstudioshomeentertainment.com), celebrated the home entertainment release by launching this first-of-its-kind integration reaching millions of consumers.

Mafia Wars enables social gamers to start a Mafia family with friends, run a criminal empire and fight to be the most powerful family in New York City, Cuba and Moscow. Mafia Wars is played by more than 25 million monthly active Facebook users.

Campaign Overview

“Even John Dillinger would be impressed with the scope and success of this effort,” said Mike Wokosin, Vice President, Digital Marketing, Universal Studios Home Entertainment. “Mafia Wars was an incredibly dynamic environment to seamlessly integrate our property and to effectively engage a significant and relevant audience.”

During “*Public Enemies* Week” on Mafia Wars, players completed various jobs in order to unlock *Public Enemies* “Loot” – items such as John Dillinger’s wooden gun, prison stripes, and Public Enemy #1 Newspaper, among others.

Additionally, special *Public Enemies*-featured jobs were offered for a limited time. After completing jobs (playing the game), players were able to view clips from the movie and read John Dillinger factoids.

“The opportunities for marketers to engage with people in social media are vast but they have to be done in ways that are relevant to consumers as the *Public Enemies* campaign demonstrated,” said Scott Koenigsberg, General Manager of Mafia Wars. “The metrics were off the charts in every KPI (Key Performance Indicator) exemplifying not only the relevance, but the success of



adding value to the Mafia War game experience. We are excited about exploring more opportunities as we look ahead to enhance Zynga games through advertising partnerships.”

Results

“*Public Enemies* on Mafia Wars is the blockbuster social media campaign of 2009,” said Chris Cunningham, co-founder and CEO of appssavvy. “The foundation of every campaign we’re involved with is focused on relevance and delivering something the end user will find valuable. This effort with Universal Studios Home Entertainment and Zynga demonstrated these fundamentals of social media marketing to perfection.”

To demonstrate the success of the campaign, *Public Enemies* Loot garnered nearly 55 million interactions during the week-long campaign. Not only did the game reach millions of players, but it also over delivered by a multiple of 13, which ultimately supported the film’s Blu-ray and DVD break-out during the busy holiday season.

Outside of Loot interacted with and Jobs completed, as one would expect, the integration was a viral success. Loot and Job interactions were posted to players’ Facebook Newsfeed more than 7.6 million times delivering nearly a billion viral impressions. Meanwhile the campaign generated nearly 25,000 ‘Likes’ and more than 26,000 comments on the Mafia Wars Facebook fan page (<http://www.facebook.com/MafiaWarsFans>).

To learn more about the campaign, including a video and screenshots of the integration, visit: www.appssavvy.com/publicenemies.

About Universal Studios Home Entertainment

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios (www.universalstudios.com). Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

About Zynga

Zynga, founded in 2007, is the largest social gaming company with over 230 million monthly active users. Zynga’s games are available on Facebook, MySpace, Bebo, Friendster, Tagged, Yahoo! and the iPhone, and include games such as FarmVille, Café World, Zynga Poker, YoVille, FishVille and PetVille. Zynga is headquartered in Potrero Hill, San Francisco. For more information, please visit www.zynga.com.



About appssavvy

appssavvy is a direct sales team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit www.appssavvy.com.

About Ignited

Founded in 1999, Ignited is a marketing innovations agency with offices in Los Angeles and New York City. Beyond traditional services like strategy, media, advertising and design, Ignited provides clients with unique experiential marketing programs, original social media platforms and a full-suite of digital capabilities. The agency has developed ground-breaking campaigns for clients like Sony Electronics, Princess Cruise Lines, NBC/Universal and the U.S. Army. For more information, visit www.ignitedusa.com.

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