

Zynga Logo

## Zynga and Alec Baldwin Partner to Celebrate the 10-Year Anniversary of Iconic Mobile Game, Words With Friends

August 1, 2019

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[Zynga Inc.](#) (Nasdaq: ZNGA):

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190801005544/en/>



**WHAT:** Today, [Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, announced a marketing partnership with Emmy award-winning actor, producer and director Alec Baldwin as part of the company's 10-year anniversary celebration for the forever franchise **Words With Friends** (known within the player community as the game's "Friendiversary").

Launched in 2009, **Words With Friends** has become the #1 social mobile word game in the United States. The game's success through this decade-long journey has been powered by player connections made through quick and clever wordplay that has become a touchstone in fans' lives.

**WHEN:** Beginning in the Fall, Alec Baldwin will appear in **Words With Friends** social content and marketing programs.

**QUOTES:** "I have been playing **Words With Friends** for nearly a decade, on soundstages, in greenrooms, and on airplanes," said actor Alec Baldwin. "It's great to play a game that engages your intellect and your social side simultaneously—that's why I spelled 'Y-E-S' when Zynga asked me to get involved."

"Alec Baldwin and **Words With Friends** are forever linked in popular culture, and his authentic love for the game resonates with the game's community," said Bernard Kim, Zynga's President of Publishing. "Zynga is incredibly honored to be partnering with Alec Baldwin to celebrate the 10-year milestone of our beloved

Zynga and Alec Baldwin Partner to Celebrate the 10-Year Anniversary of Iconic Mobile Game, Words With Friends (Photo: Business Wire)

mobile game, **Words With Friends**."

### Follow **Words With Friends**:

Facebook: <https://www.facebook.com/WordsWithFriends/>

Twitter: <https://twitter.com/WordsWFriends>

Instagram: <https://www.instagram.com/wordswithfriends/>

Hashtag: #WordsWithAlec

### Forward Looking Statement

This press release contains forward-looking statements, relating to, among other things, Alec Baldwin's appearance in **Words With Friends** social content and marketing programs. Forward-looking statements often include words such as "outlook," "projected," "planned," "intends," "will," "anticipate," "believe," "target," "expect," and statements in the future tense are generally forward-looking. The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties, and assumptions. Undue reliance should not be placed on such forward-looking statements, which are based on information available to us on the date hereof. We assume no obligation to update such statements. More information about these risks, uncertainties, and assumptions are or will be described in greater detail in our public filings with the Securities and Exchange Commission (the "SEC"), copies of which may be obtained by visiting our Investor Relations website at <http://investor.zynga.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov).

Editor's Note: To view the supporting assets for Words With Friends 10 Year Anniversary announcement with Alec Baldwin, please click [here](#)

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Source: Zynga

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