

Zynga Logo

Zynga Launches Word Pop, a Voice Game Based on Words With Friends, Exclusively for Amazon Alexa

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SAN FRANCISCO--(BUSINESS WIRE)--Jun. 17, 2020-- [Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, today announced the launch of *Words With Friends Word Pop* (*Word Pop*), a new voice game based on *Words With Friends*, exclusively for Alexa.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200617005004/en/>



Word Pop is an entirely new take on classic *Words With Friends* style play. In the game, Alexa challenges players to create as many words as possible from a six-letter bank, through a series of one-minute sessions. Players must say or spell as many words as they can during each session, earning points for both the number and length of words found. To access the game, players simply say, "Alexa, open *Word Pop*" on any Alexa device to enable the skill and begin solving word puzzles.

"I'm thrilled that by adding *Word Pop* to the *Words With Friends* family, players will be able to test and improve their word skills, making them even better *Words With Friends* players," said Bernard Kim,

Zynga Launches Word Pop, a Voice Game Based on Words With Friends, Exclusively for Amazon Alexa (Graphic: Business Wire).

President of Publishing at Zynga. "The beauty of *Words With Friends* is that even after ten years, we're still discovering new ways for the franchise to bring joy to players around the world. We're dedicated to experimenting with services such as Alexa and game modes like *Word Pop*, which gives players a familiar, yet novel experience."

"We're very excited to have a global leader in mobile games like Zynga create a new voice-based game based on such an entertaining franchise like *Words With Friends*," said Steve Bernstein, director, Alexa. "Customers love playing games on Alexa and we're excited to bring this new experience to them, testing their word knowledge in a fun and challenging way."

Word Pop is accessible now on any Alexa device such as the Amazon Echo, Echo Show or Echo Dot.

To view the supporting assets, please click here: https://www.dropbox.com/sh/vbheidfsgzyy6ua/AAAZ4YrUJEG9V_49hTF5GoWUza?dl=0

About Zynga Inc.

Zynga is a global leader in interactive entertainment with a mission to connect the world through games. To date, more than one billion people have played Zynga's franchises including *CSR Racing*TM, *Empires & Puzzles*TM, *Merge Dragons*TM, *Merge Magic*TM, *Words With Friends*TM and *Zynga Poker*TM. Zynga's games are available in more than 150 countries and are playable across social platforms and mobile devices worldwide. Founded in 2007, the company is headquartered in San Francisco with locations in the U.S., Canada, U.K., Ireland, India, Turkey and Finland. For more information, visit www.zynga.com or follow [Zynga on Twitter](#), [Instagram](#), [Facebook](#) or the [Zynga blog](#).

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