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## Battle of the GIFs! Zynga Launches GIFs Against Friends on the App Store for iMessage

SAN FRANCISCO, April 20, 2017 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), a leading social game developer, today announced the launch of *GIFs Against Friends*, the ultimate mobile party game and the company's latest addition to its iMessage app collection, which includes *Words With Friends*. Developed in collaboration with Tenor, the largest and fastest-growing mobile GIF sharing platform, the group game is available to play today within Apple's Messages app and can be downloaded today on the [App Store for iMessage](#).

"As one of the foremost game publishers on the App Store for iMessage, we're constantly looking for new ways to innovate on how mobile users are playing and communicating," said Mark Kantor, General Manager at Zynga. "Inspired by all of the ways that people are using GIFs to express themselves, *GIFs Against Friends* is a brand-new social game that's perfect to play right within an iMessage conversation. We're proud to partner with Tenor, the leading mobile GIF platform, in reimagining how people are connecting by bringing this engaging, entertaining GIF competition directly into the conversations players are already having with their friends and family."

*GIFs Against Friends* curates the perfect GIF through a deep integration with Tenor's full search API, allowing players to access the entire collection of hilarious, iconic GIFs. In *GIFs Against Friends*, players kick off the GIF gameplay by sending a pre-selected or custom prompt to friends directly in Messages. Once they've received the prompt, up to 32 players can anonymously submit their choice for the most fitting GIF to the entire group. The group chat judge then selects the funniest, most relevant or undeniably accurate GIF and crowns the ultimate GIF champion. At the end of each round, the winning GIF is shared within the iMessage conversation for the whole group to see.

"Messaging is quickly becoming a primary way people communicate and socialize with friends, and Tenor is defining a visual language for this new medium," said Frank Nawabi, co-founder and head of business development at Tenor. "*GIFs Against Friends* is a great example of how Tenor helps people communicate their thoughts and feelings, better than words ever could. The new iMessage app taps into the Tenor Emotional Graph, which is built on our 200+ million daily GIF searches. Zynga's vision for Message games is exciting, and we're pleased to team up to bring *GIFs Against Friends* to players everywhere."

*GIFs Against Friends* is the latest addition to Zynga's iMessage apps group, joining pop culture favorite, *Words With Friends*. As one of the leading game publishers on the App Store for iMessage, Zynga's collection of iMessage apps also includes *Games With Friends*, a portfolio of 12 unique, bite-sized entertainment experiences, and *Boggle With Friends*.

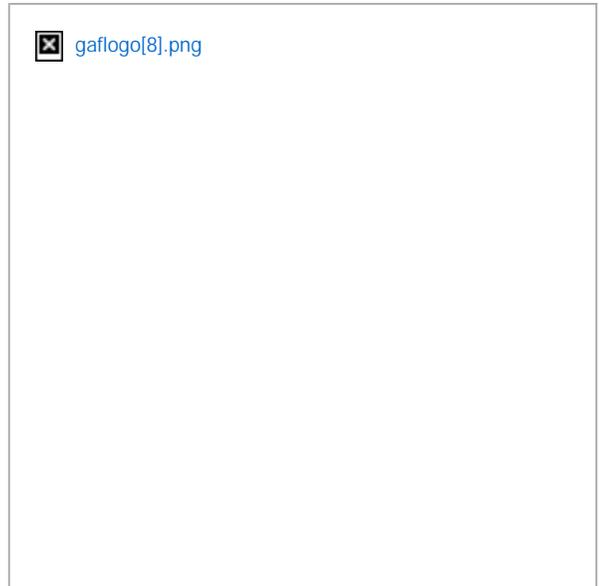
*GIFs Against Friends* is available to play for free today on the [App Store for iMessage](#). For more information, follow *GIFs Against Friends* on [Facebook](#).

Game logo and images can be found here: <https://zynga.box.com/s/nau8jimdn5nyre0k5p1h95afcw8obn32>

### About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To-date, more than 1 billion people have played Zynga's games across Web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich! Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and [Zynga.com](#). The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, Finland, U.K., Ireland and India. Learn more about Zynga at <http://blog.zynga.com> or follow us on Twitter and Facebook.

### About Tenor



More than 200 million people each month use [Tenor](#) to add tone to their mobile messaging conversations by adding GIFs that visually communicate their thoughts and feelings -- better than words ever could. We process more than 200M search requests daily and have used this data to build the Tenor Emotional Graph, which powers our [GIF Keyboard](#) app and GIF sharing for partners including Apple iMessage, Facebook Messenger, WhatsApp, Twitter, Google Gboard, Kik, LinkedIn, Kika, TouchPal and others. Learn more about becoming a Tenor [GIF API](#) partner at <http://www.tenor.co/api>.

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#### Forward Looking Statements

This press release contains forward-looking statements, including those statements relating to, among other things, the launch of GIFs Against Friends, the game's success and the game's features (including gameplay and social features). Forward-looking statements often include words such as "outlook," "projected," "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 web site at <http://investor.zynga.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov).

 [Primary Logo](#)

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