



PRESS RELEASE

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GEEWA PRESENTS NEW LOGO AND CORPORATE WEBSITE

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Geewa has changed its corporate identity for the first time. The new logo and identity reflect a clear focus on the area of competitive multiplayer casual games. An updated corporate website is being introduced as well. Using modern web technology, it is intended to be a window into Geewa for the press, gaming industry and developers.

Geewa decided to rebrand due to a shift in the demographics of its players. 75% of Geewa games players now come from the young male, 18-24 years old demography. The new logo reflects the playfulness that Geewa brings, with an important focus on urban aesthetics. The logo went through a gradual evolution during the creative process, with the first sketches leaning already leaning to the street and graffiti style.

Milos Endrle, Founder and CTO of Geewa, commented on the rebranding: "The original Geewa logo that used the motif of two smileys and expressed our multiplayer focus had many supporters especially on our portals, but we felt the need to make a change and make a step closer to our younger player population. The legacy of our corporate identity is maintained in the color scheme that utilizes a gradient of blue and complements it with orange, black and white. I believe that players will love our new logo and will make the connection between Geewa and synchronous online games."

NEW WEBSITE OFFERS LATEST INFORMATION

A completely redone corporate website has been launched along with the new corporate identity. Located at <http://corporate.geewa.com>, the news website provides information about the going-ons at Geewa and its history, an overview of all Geewa games, a press section, job offers and advertising opportunities in Geewa games. The website uses the latest technologies and includes a number of Easter eggs that aim to entertain visitors and demonstrate that they are actually located on a gaming company`s website. Geewa has cooperated with the manGoweb studio during the creation of both newly introduced elements.

NEW CORPORATE WEBSITE: <http://corporate.geewa.com/>

LOGO (ai file format): <http://bit.ly/VrvhKN>



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ABOUT GEEWA

Geewa is a leading global developer and publisher of casual competitive multiplayer games. Its games connect players around the globe in realtime and across multiple platforms. Currently, Geewa serves over 10 million players globally through its games and portals every month. Over 50 professionals of 11 nationalities are a part of Geewa in its Prague, Brno and Berlin offices.

Find more information at <http://corporate.geewa.com>