

Zombies, Run! Launches Season 5

The world's most popular smartphone fitness game just keeps on running

London, UK - 21 April 2016 - Six to Start and Naomi Alderman today announced the launch of Season 5 of Zombies, Run!, the fitness game originally launched in 2012. The continued and growing popularity of Zombies, Run! demonstrates the genuine benefit the game brings to almost 3 million runners worldwide.

Zombies, Run! is unique. We combine fitness, gaming and a gripping story to turn your workout into a post-apocalyptic fight for survival. Every run becomes a mission in which you are the hero, with our immersive, fully-voiced audio drama putting you at the centre of your very own zombie adventure story. While you run to the perfect mix of heart-pumping audio drama and pulse-pounding songs from your own playlist, you'll be collecting supplies to help the survivors back home. After you're done, you'll use these to build up your very own settlement, Abel Township.

This year, Zombies, Run! will grow beyond its iPhone and Android apps into events, books, boardgames, and more. We doubled the entrants to our premium 'Virtual Race' series this Spring, with 5000 entrants from 72 countries running a total of 30,864 km. Later this year, we'll be expanding Zombies, Run! even further, with the first Zombies, Run! book to be published by Penguin, the launch of our digitally-enhanced boardgame and an exciting secret project airing in early summer.

"Zombies, Run! has changed the lives of millions of people around the world for the better. I can't say we expected how popular our running game would be when we launched it four years ago, but it just shows how powerful the combination of storytelling, gaming, and fitness can be. Working out doesn't need to be a chore - it can be an adventure, no matter who you are," said Adrian Hon, CEO of Six to Start.

"I'm so excited to be releasing Season 5 of Zombies, Run! today! I can't deny it - when Adrian and I first came up with the idea for the app, I wouldn't have known we'd get to a fifth season with (rather like a runner fleeing from ravenous zombies) no sign of slowing down. I think the success of Zombies, Run! shows that people are hungry (like a ravenous zombie chasing a runner) for ways to get fit and improve their health that do more than just measure numbers and stats. The fitness industry often mistakes 'making users feel bad about their current ability level' for 'motivation'; I'm so proud that five seasons in we're still making a worldwide bestselling fitness app founded on the idea that you're a hero every time you step out of your front door to get some exercise.

"Season Five is really going to ring the changes - not to mention wring the hearts of our players once again. There'll be new allies and new enemies, as well as new discoveries about people

we thought we knew well. There'll be travel to new destinations and uncovering of buried secrets. There'll be more comedy and more heart-wrenching drama and of course, as ever, more moaning corpses of the living dead in an endless quest to sink their teeth into your warm living flesh. Keep running and stay safe out there, Runners Five," said co-creator and lead writer Naomi Alderman.

New players can access the first four story missions of Zombies, Run! for free, with one additional mission becoming playable every week. Upgrading to a Pro Membership (\$2.99/month, \$19.99/year) immediately unlocks all 200 story missions for unlimited play, in addition to Interval Training and Airdrop Mode.

- For more information about Zombies, Run! visit <http://www.zombiesrungame.com/>
- Download screenshots, logos, and other assets from <https://zombiesrungame.com/presskit/>
- View the Zombies, Run! trailer at <https://www.youtube.com/watch?v=QXV5akCoHSQ>
- Twitter: <https://twitter.com/ZombiesRunGame/favorites>
- Testimonials: <https://classic.zombiesrungame.com/testimonials/>

For further enquiries, email press@zombiesrungame.com or call +44 (0)33 3340 7490

Key Facts and Figures

- Zombies, Run! was shortlisted for the prestigious Design Museum Award in 2013, and is consistently among the top downloaded health and fitness apps in the world.
- A running app with a gripping, immersive zombie apocalypse story.
- Playable anywhere in the world, at any speed - from walking to jogging to running, and even on a treadmill.
- Allows players to listen to their own music and playlists while running.
- Distance, time, pace and map are recorded for each run and can be viewed on the free online service, ZombieLink.
- With the release of Season 5, players can access over 240 missions - enough to last the average runner over two whole years of gameplay!
- The only running game that has generated thousands of fan-fiction stories!
- Originally funded on Kickstarter - was the biggest videogame project of 2011

About Six to Start

Six to Start is a multiple award-winning company in London that makes storylike games and game-like stories for the web, mobile, and real world. We've made worldwide treasure hunts and games involving millions of players for Muse, Channel 4, and the BBC. We've created cutting

edge web-native fiction that's won Best of Show at SXSW and been exhibited at the Museum of Modern Art in New York, and we perform R&D for companies like Disney Imagineering and Microsoft.

Find out more at <http://www.sixtostart.com>

About Naomi Alderman

Naomi Alderman has a background in literary fiction - her novels including 'Disobedience', 'The Lessons' and 'The Liars' Gospel' have been published in 10 languages, and read on BBC Radio 4's Book at Bedtime. She's Professor of Creative Writing at Bath Spa University, is the protegee of Margaret Atwood through the Rolex Arts Initiative and Granta picked her for their once-a-decade list of Best of Young British Novelists - but she also has a genre side. She was lead writer on long-running alternate reality game Perplex City, has made games for the BBC, writes about games for The Guardian and her Doctor Who novel Borrowed Time was published in July 2011. In November 2016, Penguin will publish her much-anticipated new feminist science fiction novel *The Power*.

Find out more at <http://www.naomialderman.com>