

Holtzbrinck Ventures Invests In Social Games Start-up Wooga

By Jens Begemann

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- First game „Brain Buddies“ reaches 2.5 million users on Facebook within 5 weeks after launch - New games in the pipeline - Online games industry proves to be crisis resistant

Berlin-based social gaming start-up wooga, founded in January 2009, has won Holtzbrinck Ventures as an investor to finance further growth. Just 5 weeks after its launch, wooga's first game "Brain Buddies" reached 2.5 million users on Facebook and continues to grow at 100,000 users per day. Players from over 200 countries have already spent 100 million minutes of play time with the Facebook hit. wooga thereby shows that venture funding is still possible in crisis resistant industries like online games.

The brain training game that was launched on July 1st is the first game of the international game development company wooga from Berlin. Currently the team is already working on completely new games that the company will publish in the next few months, building on the momentum of Brain Buddies.

Dr. Lars Langusch, partner at Holtzbrinck Ventures: "We have been looking at the market for social games for some time and analyzed it deeply. wooga's founding team convinced us and tipped the scale in the end."

wooga founder and managing director Jens Begemann is delighted about the experienced partner: "Holtzbrinck Ventures is one of the most reputable venture capital firms for Internet ventures. They have a lot of experience in social networks, for example as an investor in StudiVZ, Germany's largest social network. Therefore they are the ideal partner for further growing our company."

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wooga (www.wooga.net) - which stands for "world of gaming" - was founded in January 2009 in Berlin by experienced entrepreneurs (e.g. Jamster). wooga develops and markets games for social networks like Facebook. These so-called "social games" combine the two biggest current online trends: online games and social networks.

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Tags	wooga, holtzbrinck ventures, brain buddies, facebook, jens begemann
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