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PLAYSTUDIOS

playSTUDIOS Celebrates Tetris® Brand's 40th Anniversary With New Tetris Block Puzzle Game and Refreshed Tetris Mobile

Expanding its Tetris mobile lineup, playSTUDIOS enriches the free-to-play gaming experience with innovative features and ongoing opportunities to earn rewards for travel, entertainment, and leisure

LAS VEGAS--(BUSINESS WIRE)-- Today, on World Tetris® Day, [playSTUDIOS](#), Inc. (NASDAQ: MYPS), the award-winning developer and publisher of free-to-play mobile games that offer real-world rewards to players, announced the immediate release of *Tetris Block Puzzle* and a fresh update to *Tetris* mobile, commemorating the Tetris brand's 40th anniversary with exciting new enhancements. Since securing exclusive global rights in 2021 to develop and publish Tetris titles on mobile platforms, playSTUDIOS has continually innovated the classic puzzle game by introducing new gameplay features and enriching player rewards. These latest releases provide players worldwide with instant access to innovative content and ongoing opportunities to earn rewards for travel, entertainment, and leisure.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240606113403/en/>

(Photo: Business Wire)

"We recognize that many of today's Tetris players are purists who cherish the classic gameplay. However, we believe there's a significant audience eager to experience Tetris on mobile devices, where the interaction is inherently more casual," said Andrew Pascal, co-founder and CEO of playSTUDIOS. "Mobile gaming has evolved dramatically since Tetris first captivated audiences 40 years ago. Our goal is to blend the timeless block puzzle mechanics with modern meta features found in today's popular casual

games to create a more engaging and accessible experience for a broader audience.”

The new *Tetris Block Puzzle* and the refreshed *Tetris* are key highlights of the year-long celebration campaign marking the 40th anniversary of Tetris, which kicked off today. The initiative extends beyond new game releases, incorporating collaborations through playSTUDIOS' playAWARDS program and additional promotional efforts from The Tetris Company. These efforts are designed to honor the legacy of Tetris and propel its cultural presence into a new era.

“From the moment the first Tetrimino dropped into place 40 years ago, we’ve wanted to ensure players have fun and engaging ways to enjoy the timeless magic of Tetris. Partnering with playSTUDIOS to launch *Tetris Block Puzzle* and a refreshed *Tetris* mobile game are the perfect game play experiences to celebrate our milestone anniversary,” said Maya Rogers, CEO of Tetris. “Whether a long-time fan or new to the game, players will enjoy the innovative gameplay features and exciting rewards. We look forward to continuing to captivate audiences with these new experiences in the years to come.”

The newly released *Tetris Block Puzzle* is tailored to appeal to a broad audience of casual mobile gamers. It debuts with two engaging modes of play, setting the stage for future expansions. Adventure Mode offers level-based progression and a mix of game mechanics, including gems, targets, boosters, and collectibles. High-Score Mode challenges players to surpass their previous best scores by continuously clearing lines until they run out of moves.

Following valuable input from both existing players and the general mobile gaming community, *Tetris* has been refreshed to resonate with new generations while maintaining the classic game’s nostalgic appeal. This update introduces sleek animations and engaging sound effects, and offers players a choice between the classic Marathon Mode and a new, faster-paced Adventure Mode with additional levels. To further enhance the gaming experience, playSTUDIOS has incorporated its myVIP loyalty program, which allows players to earn Loyalty Points from both *Tetris* and *Tetris Block Puzzle*. Points can be redeemed for exclusive Tetris memorabilia, entries into sweepstakes for a dinner with the creator of Tetris, amusement park passes, and more, providing players with substantial real-world rewards.

playSTUDIOS made a strategic expansion into the puzzle game category by acquiring the licensing rights to the iconic Tetris franchise. Tetris, consistently ranked among the greatest games of all time, has become a standout title in playSTUDIOS' growing portfolio of games. Last year, the company successfully secured an initial five-year extension of these rights, with an additional three-year option, potentially extending their publishing deal up to eight years in total. By keeping the globally recognized Tetris brand in its portfolio, playSTUDIOS strategically positions itself for sustained organic growth in mobile gaming.

Tetris Block Puzzle and *Tetris* are now available for free download on [iOS](#) and [Android](#). In addition to these Tetris games, playSTUDIOS' award-winning lineup includes its suite of additional casual games by Brainium such as Sudoku, Mahjong, Jumblin 2, Spider Solitaire and Solitaire, in addition to its casino-style games myVEGAS Slots, myVEGAS Blackjack, myVEGAS Bingo, POP! Slots, MGM Slots Live, and myKONAMI Slots, all of which are also free to download. Players can earn Loyalty Points across all these games, which can then be used to redeem real-world rewards via the myVIP loyalty program, creating a unified and rewarding experience across the entire playSTUDIOS portfolio.

About playSTUDIOS, Inc.

playSTUDIOS (Nasdaq: MYPs) creator of the groundbreaking playAWARDS loyalty platform is a publisher and developer of award-winning mobile games, including the iconic Tetris® mobile app, Solitaire, Spider Solitaire, Sudoku, and its casino-style games such as Pop! Slots, myVEGAS Slots, myVEGAS Blackjack, myKONAMI Slots, myVEGAS Bingo, and MGM Slots Live. The playAWARDS loyalty platform enables players to earn real-world rewards from a global collection of iconic hospitality, entertainment, and leisure brands. playAWARDS partners include MGM Resorts International, Wolfgang Puck, Norwegian Cruise Line, Resorts World, IHG, Bowlero, Gray Line Tours, and Hippodrome Casino among others. Founded by a team of veteran gaming, hospitality, and technology entrepreneurs, playSTUDIOS apps combine the best elements of popular casual games with compelling real-world benefits. To learn more about playSTUDIOS, visit playstudios.com.

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