



## **CELEBRATE THE EASTER HOLIDAYS WITH HABBO - LAUNCHING ON ANDROID APRIL 1ST**

With over 1 million downloads of their iOS titles, Sulake introduces its classic Habbo to Android devices & the Google Play Store.

**Helsinki, Finland, April 1, 2015** – Sulake, the creators of Habbo, are pleased to announce their free-to-play virtual world is now coming to the Android platform. Sulake launched Habbo in 2000 as pioneers of a new kind of gaming that combined Social Interaction, Virtual Goods, and a Free-to-play Business Model. To date, Habbo has seen over 300 million registered characters.

The move to mobile comes ahead of Habbo's 15th anniversary later this year. Sulake has carved out a legacy for itself as an originator of free-to-play social gaming, years ahead of similar trends that dominate today's videogames market.

Alongside their commercial growth, Habbo has worked closely with NGO's like "Inspire," "Parents 2.0" and "Ditch the Label" to provide players with advice on complex issues such as cyber bullying, and other real world situations that can occasionally surface in online communities.

"The history of Habbo is much like the history of the videogames industry itself," says Antti-Jussi Suominen, CEO. "We've had our ups and downs, and have survived by staying focused on our customers and continuously developing our approach to shifts in the environment. Micro-transactions, Virtual goods... 'Freemium', we've led the way through a lot of that, and we hope to do so again."

"Above all, we are blessed with a community that remains passionate about the world we've built together in Habbo. They can now interact with each other in real time, using the same Habbo characters across online and mobile devices. We're very excited this will include Android users as well. We saw steady growth online, we're seeing steady growth on mobile and we have more big plans for the platform in the months ahead."

For more information on Habbo, visit their website: [www.habbo.com](http://www.habbo.com)

### **About Habbo**

Habbo for Android! Express yourself, build rooms and make friends in a popular role play virtual world! Explore and create awesome rooms in a vibrant retro-pixel-art style virtual world. Take the community wherever you go and role play in daily activities and competitions. Habbo is completely free to



play. Includes optional in-app purchases.

:: Features ::

- \* MAKE FRIENDS & CHAT with millions of teens worldwide
- \* ROLE PLAY & EXPRESS YOURSELF with awesome clothing and accessories
- \* BUILD YOUR OWN WORLD and hang out with friends
- \* CREATE YOUR AVATAR to impress with the right gear for any occasion
- \* JOIN COMMUNITY GROUPS like armies and mafias
- \* CREATE EPIC ROOMS and explore millions of spaces made by others
- \* TRADE RARE ITEMS with other players and run your own stores using a trading pass
- \* COMPETE IN COMPETITIONS like quizzes, events and quests
- \* INFINITE ZOOM on the largest retro pixel art world ever made
- \* 24/7 Live Moderation

This app requires an internet connection to work and offers in-app purchases. You may disable in-app purchasing using your device settings. See <https://support.google.com/googleplay> for more information.

Requirements: This app is optimized for selected high-end Android devices.

Note: Some features are not fully supported, but they will be coming soon! If you would like to experience the full version of Habbo please visit [habbo.com](http://habbo.com)

## **PR Contact**

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