



SUBWAY SURFERS CONSUMER & LIFESTYLE BRAND TO DEBUT AT WALMART IN 2020

Exclusive Brick and Mortar Retail Program Includes Toys, Apparel and more

COPENHAGEN - (February 22, 2020) - In the latest move illustrating SYBO Games' growth and position in the industry, the company's SUBSURF® consumer and lifestyle merchandise brand readies for a comprehensive brick and mortar retail program in the U.S., exclusively at Walmart. From toys, apparel, accessories, wheeled goods, home tech and more, merchandise will be available in more than a dozen categories as new partners have signed to create, manufacture and market a variety of products based on *Subway Surfers*, the most downloaded mobile game of the decade. Retail Monster US, *Subway Surfers*' North American licensee agent helped broker the exciting deals.

Boasting over 2.7 billion downloads around the world, *Subway Surfers* was bestowed the recognition in late 2019 by [App Annie](#).

The new licensees and respective products for the U.S. and Canada territories include **Sakar** for wheeled goods and safety gear; **Accessory Innovations** for collection of bags, backpacks, and travel accessories; **Franco Manufacturing** for home textiles; and **Bioworld** for multiple lines of apparel and accessories. *Subway Surfers* products will arrive on Walmart shelves beginning this Summer.

The announcement comes as SYBO Games' master toy partner **Alpha Group** showcases the first-ever range of lifestyle toys at Toy Fair New York this week.

"This year promises a new SUBSURF experience as product rolls into Walmart and new partners come on board," said Naz Amarchi-Cuevas, SYBO Games' Chief Commercial Officer. "We're excited about our consumer product lines. From toys to apparel to gadgets and more, each licensee is committed to delivering the authentic street-smart, art and edgy youth culture, attributes of the Subway Surfers brand, and we keep following our strategy of rolling out products in a paced and thoughtful way."

About SYBO Games:

SYBO Games is a Danish mobile games developer founded in 2010, known for the massive mobile hit Subway Surfers (co-developed and published by Kiloo). Five years after the launch of the mobile game, Subway Surfers topped 2017's most downloaded mobile game in the world. Subway Surfers has been downloaded more than 2.7 billion times since its launch. To find out more please visit <http://sybogames.com/>.

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