



Zynga's Game of Thrones: Legends Invites Fans to Join the Hunt in the Dragon Egg Hunt Sweepstakes

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Immersive experience marks gaming's first use of Google Maps Platform's Photorealistic 3D tiles

SAN MATEO, Calif.--(BUSINESS WIRE)--Feb. 4, 2025-- [Zynga Inc.](#), a wholly-owned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO) and a global leader in interactive entertainment, today announced its high-profile Puzzle RPG *Game of Thrones: Legends* is hosting [The Dragon Egg Hunt](#), a social-led sweepstakes, powered by Google Maps Platform—Fans around the world now have the opportunity to participate in a global treasure hunt using a custom Google Maps experience to find virtual dragon eggs in key locations around the world. The hunt features fun surprises to discover along the way, such as in-game rewards, as seen in the sweepstakes trailer that can be viewed [here](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250204385352/en/>



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experience, participants will uncover clues and transport from location to location utilizing Google's photo-realistic 3D Tiles. Once they have arrived, they will search for the hidden dragon eggs and have the ability to discover additional in-game rewards along the way. Participants will also work collectively to unlock milestone rewards across all users as they continue their global hunt.

"At Zynga, we take pride in our company's history of creativity and innovation and are excited to be the first gaming partner to utilize Google Maps Platform's highly technical and beautiful 3D Tiles for this one-of-a-kind fan experience," said Yaron Leyvand, Executive Vice President, Mobile Games, Zynga. "Our *Game of Thrones: Legends* players can now immerse themselves further into the Westeros universe in-game and explore the world with Google Maps, blending their worlds through this incredible global treasure hunt."

Developed for Zynga by Modern English Digital, this initiative marks the first time a game developer is using Google's photo-realistic 3D Tiles. 3D Tiles contain Google's 3D geospatial information allowing developers to build stunning 3D perspective views, just as they can with Google Earth. Using the 3D Tiles, developers can also showcase a location for storytelling allowing the sweepstakes to merge the *Game of Thrones* universe with the experience's real-world locations.

To enter the Dragon Egg Sweepstakes:

1. Enter the *Dragon Egg Hunt* Sweepstakes experience and begin the hunt for eggs at www.jointhedragonegghunt.com
2. Like and comment on an official sweepstakes social post to indicate how many eggs you located.
3. Follow *Game of Thrones: Legends* on [Instagram](#) and/or [Facebook](#).
4. Download and play *Game of Thrones: Legends* on [iOS](#) or [Android](#) to utilize your winnings and continue your quest for the Iron Throne.

Participants can join the hunt through the conclusion of the sweepstakes on February 24, 2025, at 11:59 pm EST. Winners will be selected at random. Evidence that they participated in the map experience and the *Game of Thrones: Legends* game will be required. This sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, WB Games Inc.

In *Game of Thrones: Legends*, players build and lead their own Westeros house, honing their tactics and skill as they strategically assemble a team of champions, equip weapons, and gear, and face formidable foes from the *Game of Thrones* universe. Players can tackle their quest in story mode or engage in Raids, playing against each other as they level up their roster of champions. The game is officially licensed by Warner Bros. Interactive Entertainment on behalf of HBO®.

Players can find more information at www.gameofthroneslegends.com and across social media on [Facebook](#), [Instagram](#), [X](#), [TikTok](#), and [YouTube](#).

To find supporting assets for both the sweepstakes and the game, [click here](#).

Full terms and conditions of the sweepstakes can be found [here](#).

Zynga is a wholly-owned publishing label of Take-Two Interactive Software, Inc.

Once participants enter the sweepstakes experience, they will be placed into an immersive map scene where a *Game of Thrones: Legends* character will greet them and share the first clue in their quest. Participants will then navigate across a 2D map, inspired by the Emmy® Award-winning and Golden Globe®-winning "Game of Thrones" series' opening credits, to their desired location. Through the map

ABOUT ZYNGA INC.

Zynga is a global leader in interactive entertainment with a mission to connect the world through games and a wholly-owned subsidiary of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). With massive global reach in more than 175 countries and regions, the combined diverse portfolio of popular game franchises has been downloaded more than 6 billion times on mobile, including *Star Wars™ Hunters*, *CSR Racing™*, *Dragon City*, *Empires & Puzzles™*, *FarmVille™*, *Golf Rival™*, *Hair Challenge™*, *Harry Potter: Puzzles & Spells™*, *High Heels!™*, *Merge Dragons!™*, *Merge Magic!™*, *Monster Legends*, *Toon Blast™*, *Top Eleven*, *Toy Blast™*, *Two Dots*, *Words With Friends™*, and *Zynga Poker™*. Founded in 2007, Zynga is headquartered in California with locations in North America, Europe, and Asia. For more information, visit www.zynga.com or follow Zynga on [Twitter](#), [Instagram](#), [Facebook](#), or the [Zynga blog](#).

ABOUT WARNER BROS. INTERACTIVE ENTERTAINMENT

Warner Bros. Interactive Entertainment is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

ABOUT HBO LICENSING & RETAIL

HBO Licensing & Retail, a division of Home Box Office, Inc., partners with best-in-class licensees around the world to give HBO's global audience new and exciting ways to engage with their favorite shows. The division leverages iconic, award-winning HBO programs such as *Game of Thrones*, *VEEP*, *Sex and the City*, *Silicon Valley*, *Insecure*, *The Sopranos*, *Big Little Lies*, *True Blood* and more to create officially licensed consumer products, innovative merchandise programs, retail activations and live immersive experiences. HBO Licensing & Retail works across a broad range of product categories, including collectibles, apparel, publishing, live branded experiences, digital gaming, fashion and beauty collaborations, luxury accessories, and beyond. Officially licensed HBO merchandise can be purchased in retail stores around the world, online in the US at <http://store.hbo.com>, and at the groundbreaking HBO retail hub, the HBO Shop®, located at 42nd and 6th Avenue in New York City.

ABOUT GAME OF THRONES

Based on George R.R. Martin's acclaimed book series, *A Song of Ice and Fire*, the Emmy® Award-winning HBO series *Game of Thrones* follows kings and queens, knights and renegades, liars and noblemen who are engaged in a deadly cat-and-mouse game for control of the Seven Kingdoms of Westeros. The epic series' storylines of treachery and nobility, family and honor, ambition and love, and death and survival have captured the imagination of fans globally and made it one of the most popular shows on television.

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About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher, and marketer of interactive entertainment for consumers around the globe. We develop and publish products principally through Rockstar Games, 2K, and Zynga. Our products are designed for console gaming systems, PC, and mobile, including smartphones and tablets. We deliver our products through physical retail, digital download, online platforms, and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein, which are not historical facts, including statements relating to Take-Two Interactive Software, Inc.'s ("Take-Two," the "Company," "we," "us," or similar pronouns) outlook, are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for our future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including risks relating to our combination with Zynga Inc.; the risks of conducting business internationally, including as a result of unforeseen geopolitical events; the impact of changes in interest rates by the Federal Reserve and other central banks, including on our short-term investment portfolio; the impact of inflation; volatility in foreign currency exchange rates; our dependence on key management and product development personnel; our dependence on our *NBA 2K* and *Grand Theft Auto* products and our ability to develop other hit titles; our ability to leverage opportunities on PlayStation®5 and Xbox Series X|S; factors affecting our mobile business, such as player acquisition costs; the timely release and significant market acceptance of our games; and the ability to maintain acceptable pricing levels on our games.

Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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