

## Murka and National Geographic Launch Nat Geo WILD Slots

Murka, a mobile-first game developer, has partnered with National Geographic Partners to collaborate on the development of a unique social casino slot application aimed at celebrating exploration, nature and wildlife. The slot game will feature content from the well-known National Geographic wildlife channel Nat Geo WILD. Nat Geo WILD Slots™ soft launched on June 30th. Nat Geo WILD Slots™ is a virtual journey around the world showcasing remarkable nature, history and architectural sites. With this partnership, Murka will use Nat Geo WILD content within the application, appealing to fans of the channel as well as gaming enthusiasts. The game uses a freemium model, meaning users can play for free or opt to buy in-game purchases to enhance their experience. National Geographic has partnered with Murka to engage audiences on environmental issues with mobile applications. This is the first project of its kind introducing National Geographic-themed content into the social casino genre. Commenting on the new partnership, Max Polyakov, co-founder of Murka, said, “The collaboration between Murka and National Geographic Partners is very unique for the social casino game genre because it will be not just entertaining but it also will encourage players to learn about wildlife and improve the environment we live in.” “Our innovative project and partnership will lead both parties to a whole new level and new perspectives,” said Anton Krasnyy, Murka’s co-founder. “We are really excited to expand our visual storytelling in this new way by providing Nat Geo WILD-themed content into the social casino gaming genre,” said Juan Gutierrez, Senior Vice President, Licensing, for National Geographic Partners. “At National Geographic we strive to push the boundaries further and this partnership does just that.” Nat Geo WILD Slots™ will be available first on Facebook and later on the App Store, Google Play and Amazon App Store.

**ABOUT MURKA LTD.** Murka is a game developer and publisher. Since its founding in 2011, the company has created and successfully launched social casino games on Facebook and mobile platforms such as Google Play, App Store, Amazon App Store and Windows Store. Murka’s most popular titles, including Scatter Slots, Slots Era, Infinity Slots, and Scatter HoldEm Poker, became quickly well-accepted by a worldwide audience. Murka’s success is driven with its commitment to create games which cater to an unforgettable and unique user experience. Murka brings together the brightest minds in gaming who are the key factor of the company’s explosive growth. For more information about Murka visit [murka.com](http://murka.com) or follow us on [Facebook](#), [Twitter](#) and [Instagram](#). **ABOUT NATIONAL GEOGRAPHIC PARTNERS LLC** National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic’s media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children’s media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 129 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching over 730 million people around the world in 171 countries and 45 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit [natgeotv.com](http://natgeotv.com) or [nationalgeographic.com](http://nationalgeographic.com), or find us [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). MEDIA CONTACTS **Galina Pogorelaya** Murka [galina@murka.com](mailto:galina@murka.com) **Hannah Sedgwick** National Geographic

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