



Herotainment Launches New Mobile Game Zoom Blocks™

Google Play features **Zoom Blocks™** as a global Best New Game pick. App Store names it a Best New Action and Arcade Game.

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NEW YORK – Herotainment, LLC, a New York based media and entertainment company launches **Zoom Blocks™** mobile game, a unique twist on an endless runner and action game, on the Google Play Store and the App Store today.

Selected as a worldwide Best New Game feature on the Google Play Store and chosen as a Best New Action and Arcade Game in the App Store, **Zoom Blocks™** has players zooming along moving paths and dodging tricky traps. Players choose a zany hero and then zoom through a brightly colored city chasing the elusive hero signal, while carefully avoiding pitfalls along the way to saving the day. **Zoom Blocks™** features winding paths that are randomly spawned, ensuring a wild world unlike anything anyone has seen before.

Zoom Blocks™ showcases an ever-growing cast of blocky heroes and represents brand new IP for Herotainment. Players are challenged to collect coins and power-ups while mastering the shifting platforms and obstacles in an ever-changing gameplay experience. Global leaderboards track players who have zoomed the farthest distance.

“We wanted to create an immersive experience with quirky heroes for gamers of all ages to enjoy,” says Wade Teman, Co-CEO of Herotainment, LLC. “**Zoom Blocks™** is fast-paced, fun, and has that inherent ‘just one more try’ feeling!”

Zoom Blocks™ is launching worldwide today and will be localized into multiple languages including: English, Spanish, Portuguese, Polish, Russian, German, Korean, Chinese and Japanese.

Zoom Blocks™ is free to play and available for download from Google Play <https://play.google.com/store/apps/details?id=com.herotainment.zoomblocks> and the App Store <https://itunes.apple.com/us/app/zoom-blocks/id1084382628>

How do you ZOOM?

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For more information and to download game assets, visit:

<http://zoomblocksapp.com/>

Watch the game launch trailer: <https://www.youtube.com/watch?v=kWRytlaLhyQ>

Like **ZB** on Facebook: <https://www.facebook.com/zoomblocks>

Follow **ZB** on Twitter: <https://twitter.com/zoomblocks>

About Herotainment, LLC:

Herotainment, LLC is an award winning, New York based media and entertainment company. Herotainment mission is to create multi-platform content and games with relatable characters and story lines. Millions of players in over 190 countries are highly engaged with the brand. Herotainment's dynamic properties are being developed into books, music, mobile apps, licensed merchandise, a television series and more with leading global partners.

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