



Sakar SUBSURF-Themed Wheeled Goods and Accessories Debut in November

Subway Surfers Skateboards, Hoverboards and more based on mobile game phenom now available

Edison, NJ (November 5th, 2020) - Sakar is thrilled to announce the first SUBSURF® wheeled goods based on *Subway Surfers*, the wildly popular endless runner mobile game that crossed three billion downloads this Summer, will roll into stores nationwide this November. The assortment of skateboards, hoverboards and 2-wheeled scooters embrace the SUBSURF brand's edgy youth culture, skate, and music influence that loyal fans desire. Each wheeled item comes with an exclusive code (for both iOS and Android) that unlocks unique assets, offering consumers a new way to interact with their favorite game. Additionally, a helmet and protective gear complete the line.

"Our success at Sakar is based on consistently offering unique and innovative products at affordable price points. *Subway Surfers* is one of the most downloaded games in the world. Being able to partner with SYBO Games on this brand is extremely exciting for us and we expect this line to be a huge success" said Liza Abrams, SVP Global Licensing.

"Sakar's breadth of experience in delivering fun and on-trend consumer products, combined with their exceptional ability to mirror the SubSurf lifestyle, makes them a perfect partner," said Naz Amarchi-Cuevas, SYBO Games' Chief Commercial Officer. "Subway Surfers fans have eagerly awaited wheeled-products to help catapult their ingame experience to the real world. We are looking forward to its retail debut just in time for the holidays."

The newly released SUBSURF wheeled goods are:

Hoverboard - \$148.00
Skateboard - \$19.96
Scooter - \$19.96
Helmet - \$19.96
Protective Gear - \$19.96

Originally conceived as an animation property in 2009, creators Sylvester Rishøj Jensen and Bodie Jahn-Mulliner won first prize for best animation movie about a cool character that hangs

out at an old subway station, avoiding a grumpy inspector and his dog. Their short film gave birth to Subway Surfers, the mobile game in 2012, which they further co-developed with Kiloo, a Danish games publisher.

The endless runner mobile game crossed three billion downloads worldwide in August and was the No.1 most downloaded mobile game in the U.S. on the App store for both games and apps this past July.

The *Subway Surfers* wheeled goods launch joins Sakar's hugely successful line of licensed and own brands of scooters, skateboards, helmets, protective gear and more including Paw Patrol, PJ Mask, Peppa Pig, Barbie, Hot Wheels and other top brands – available at retailers globally.

About Sakar International

Sakar International, Inc. is a leading provider of consumer electronics and accessories. With a rich heritage of technology innovation since 1977, Sakar has developed a global presence by consistently evolving alongside technology to develop on-trend, cutting-edge products. Sakar licenses over 40 major entertainment and corporate brands and has maintained a diverse portfolio of product offerings, including wheeled goods, youth electronics, health & wellness accessories, digital imaging, audio and mobile accessories, karaoke machines, and grooming accessories. Sakar is the parent company to Vivitar, a full-spectrum consumer tech company specializing in the production of cameras, camcorders, mobile accessories, and health and wellness products. Sakar is headquartered in Edison, NJ, with additional offices in the Canada, Latin America, Australia, Hong Kong and China. For more information, visit www.sakar.com.

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). Danish animation school graduates, Sylvester Rishøj Jensen and Bodie Jahn-Mulliner founded SYBO in 2010 after winning 1st prize for best animation movie in 2009. Their short film gave birth to Subway Surfers which they further co-developed with Kiloo, a Danish games publisher. Today, the game studio is completely self-published and continues to develop regular updates for Subway Surfers.

Subway Surfers topped 2019's most downloaded mobile game in the world. Subway Surfers has been downloaded more than 3 billion times since its launch. To find out more please visit <http://sybogames.com/>.

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