



Snail Games' ARKade Ambassador Program Reshapes Gaming Connections

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A Community Journey, 186M+ Minutes Strong

CULVER CITY, Calif., Jan. 03, 2024 (GLOBE NEWSWIRE) -- Snail, Inc. (Nasdaq: SNAL) ("Snail" or "the Company"), a leading, global independent developer and publisher of interactive digital entertainment, introduced the ARKade Ambassador Program, an influencer community initiative designed to express gratitude to and foster connections among creators within the ARK community, alongside the launch of ARK Survival Ascended on Steam. The distinctive perspectives and insightful contributions of these creators have played a pivotal role in uncovering community insights and generating genuine feedback. This involvement has led to an impressive viewership of 186,509,155+ minutes of ARKade content, establishing a robust and captivated audience.

The success of ARKade has been further enhanced by the support of notable sponsors such as MadCatz, Streamlabs, and Glytch, who have generously sponsored ARKade prizes for streamers. These strategic collaborations not only elevate the experience for content creators but also opens the door for future collaborative opportunities as the ARK franchise continues to grow.

"We are thrilled with the enthusiastic response ARKade has received from both content creators and sponsors," Jim Tsai, Chief Executive Officer of Snail, Inc. "The numbers speak for themselves, and the success of the ARKade Ambassador Program is a testament to the engaging and immersive nature of ARK Survival Ascended."

Looking ahead, Snail Games is excited to build on this momentum, fostering new connections, and expanding collaborations with creators and brands as they continue to evolve the ARK franchise.

Checkout our **ARKade Sponsors:**

<http://www.madcatz.com/>

<https://glytchenergy.com/>

<https://streamlabs.com/>

About Snail, Inc.- <https://www.snailgamesusa.com/>

Snail is a leading, global independent developer and publisher of interactive digital entertainment for consumers around the world, with a premier portfolio of premium games designed for use on a variety of platforms, including consoles, PCs and mobile devices.

Forward-Looking Statements

This press release contains statements that constitute forward-looking statements. Many of the forward-looking statements contained in this press release can be identified by the use of forward-looking words such as "anticipate," "believe," "could," "expect," "should," "plan," "intend," "may," "predict," "continue," "estimate" and "potential," or the negative of these terms or other similar expressions. Forward-looking statements appear in a number of places in this press release and include, but are not limited to, statements regarding Snail's intent, belief or current expectations. These forward-looking statements include information about possible or assumed future results of Snail's business, financial condition, results of operations, liquidity, plans and objectives. The statements Snail makes regarding the following matters are forward-looking by their nature: growth prospects and strategies; launching new games and additional functionality to games that are commercially successful; expectations regarding significant drivers of future growth; its ability to retain and increase its player base and develop new video games and enhance existing games; competition from companies in a number of industries, including other game developers and publishers and both large and small, public and private Internet companies; its relationships with third-party platforms; expectations for future growth and performance; and assumptions underlying any of the foregoing.

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