**Mr Jump Finally Lands on Android**

***iOS sensation with more than 20 million downloads comes to Google Play***

**Beijing, China – 13th October 2016** – Global mobile game publisher ZPLAY today announced that the one-button platforming sensation Mr Jump has arrived on Google Play. Created originally for iOS by independent developer 1Button, Mr Jump is now making his Android debut after seeing more than 20 million downloads on the App Store. A side-scrolling auto-runner with a punishing level of difficulty, Mr Jump experienced tremendous viral growth on iOS, propelling it to over 10 million downloads in just its first two weeks.

“Mr Jump was a runaway hit for the team at 1Button”, said studio co-founder Jérémie Francone. “It became one of the most talked about mobile games of 2015, ranking third in Apple’s ‘Best of 2015’ awards and we couldn’t be prouder. But amidst all of the game’s success, there was one question that we kept hearing time and again: ‘when is Mr Jump coming to Android?’ Because the game was developed as a native iOS app, the answer to this wasn’t as easy as flipping a switch. The game needed to be re-developed from the ground up to work on Android.”

“That’s where ZPLAY came in. They’ve been a fantastic partner to work with, taking charge of the development while giving us full control over the product’s quality. The end result is a Mr Jump for Android that’s every bit as good as its iOS counterpart.”

Lauded by the media and players alike for its super-challenging, addictive gameplay, Mr Jump features distinctive polygon graphics used to create three uniquely themed worlds, each containing 12 levels. These include burning forest lands with molten lava, Mayan ruins, and a futuristic level featuring invisible traps. Mr Jump will feature 12 levels on launch, with new worlds and levels added soon after.

Mr Jump’s charm lies in its one button control system as players simply press the screen to make the character avoid obstacles or cross gaps at the correct time. Each level features a range of hazards that are designed to stop Mr Jump reaching the end, including deadly spikes and force fields which are deactivated with the quickest of reflexes. Mr Jump is aided on his quest by a series of unique power-ups including jetpacks, jump pads that give new access to secret paths, and entrances and the ‘infinite jump’ power-up that sends Mr Jump into a hopping craze.

“As fans of Mr Jump’s exacting, formidable gameplay, we couldn’t be more excited to be 1Button’s partner in bringing their game to a whole new audience,” said Jack Ho, founder at ZPLAY. “I just hope Android gamers are ready for the challenge. iOS gamers have played more than 168 million sessions, but only 673 players have succeeded in finishing the game. Now the most difficult game on the App Store is ready to earn its crown as the most difficult game on Google Play, too.”

Mr Jump is also compatible with Google Play Games services, allowing players from across the globe to challenge one another in pursuit of jumping glory. Players can compete against friends and players worldwide.

Mr Jump can be downloaded from Google Play effective immediately. Mr Jump is a free download at: [https://play.google.com/store/apps/details?id=com.zplay.mrjump](https://play.google.com/store/apps/details?id=com.zplay.mrjump" \t "_blank)

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Download the press kit at: <https://drive.google.com/drive/folders/0B_T8LEWh_3ozWUhURHpyV28tc1U?usp=sharing>

Game website: <https://1button.co/mrjump>

Watch the trailer at:

<https://www.youtube.com/watch?v=qVZB1Cdfjfc&feature=youtu.be>

**About ZPLAY:**

Founded in 2010, ZPLAY is a fast growing, global, mobile games developer and publisher, having the solid strength of both experience and industry success. Following industry best practices, ZPLAY is committed to making world class game publishing and operation readily available to its current and prospective game developer partners around the world.

To date, ZPLAY has attracted close to half a billion users, and its products cover more than 100 countries and regions. ZPLAY, along with its developer partners, has enjoyed top 10 rankings in all major markets, including Europe, America, Asia, and the Middle East. This deep experience in the mobile games market, along with its strongly established distribution channels, and professional operations staff, make ZPLAY a preferred publisher and service provider for the mobile games of the world.