



Press Release May 8, 2015

Starbreeze launches publishing business

Starbreeze AB, one of Sweden's leading independent game developers, today announced its first step into publishing with its Lion Game Lion agreement. In the new business line, the company will bring its know-how in digital self-publishing to game developers while allowing them to maintain IP and earn royalty driven revenues.

"Having been a developer for more than two decades, we know what developers need and what challenges they face. As a partner, we aim to create deals that benefit both the developer and us. We're taking the classic "developer and publisher" model and throwing it out the window. As your wingman, we will have your back while you pilot your game to success," said Bo Andersson Klint, CEO of Starbreeze Studios. *"I see Starbreeze as a catalyst for talented developers and digital publishing, particularly on Steam, where we are off to a flying start with our PAYDAY-franchise. Simply put - we want to create more stars."*

Traditional publishing agreements are typically work-for-hire, centered on the publisher retaining control of the project, brand, marketing and royalties, providing game developers little revenue from game sales.

Taking an opposite approach, Starbreeze aims at becoming a catalyst for the developer's success. Projects will be selected and managed carefully and game developers will be encouraged to retain part of the IP. By leveraging its know-how in digital publishing, distribution partnerships and game marketing, Starbreeze will drive sales and revenue over game life-span.

Starbreeze looks for the potential best partners and will give you the same. Any aspiring stars should contact us at business@starbreeze.com

Read more about Starbreeze first publishing project with Lion Game Lion announced earlier today: <http://starbreeze.com/2015/05/starbreeze-in-publishing-agreement-with-liongame-lion-raid>

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Brief information about Starbreeze:

Starbreeze is an independent creator, publisher and distributor of high quality entertainment products, headquartered in Stockholm, Sweden. At Starbreeze we create games by our own design and through licensed content, establishing franchises that can live and prosper outside the game itself. We live and die by gameplay.

Starbreeze is pioneering digital self-publishing, currently hosting one of the largest community groups on the digital distribution platform Steam. Starbreeze most recent products include PAYDAY 2, our adrenaline fuelled bank robbing co-op game and the critically acclaimed Brothers – A Tale of Two Sons.

Starbreeze AB is publicly traded on Nasdaq Stockholm First North Premier under the ticker STAR and the ISIN code: SE0005992831. Remium Nordic is the company Certified Adviser. Starbreeze brands include OVERKILL Software and the PAYDAY series.

For more information, please visit <http://www.starbreeze.com>.