

CHESS ATTACK™

LESS BOARD MORE BATTLE

PRESS RELEASE

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CHESS QUEEN ALEXANDRA KOSTENIUK, WOMEN'S CHESS WORLD CHAMPION, JOINS FORCES WITH CHESS ATTACK™

The reigning Women's Chess World Champion, Alexandra Kosteniuk, is now part of the Chess Attack team. By taking a stake in the Norwegian company Yes Games AS she becomes part owner and brand ambassador for Chess Attack.

Chess Attack is an exciting innovation for the chess and gaming community. It is a faster and more intense version of the classic game – perfectly suited the fast paced, time-poor world we all live in today. With a smaller board and fewer pieces, each game cuts straight to the battle. Chess can now be played more often, in more places by more people.

As well as Chess Attack, Yes Games AS is ready to launch a series of Attack games which share the idea – 'Less board, more battle'.

Quotes

Werner Kling, CEO, Yes Games AS : *"Chess Attack has a potential global market of 600 million players. Alexandra Kosteniuk will be an important partner and ambassador for our global launch, and hugely motivating for its success in the World".*

Alexandra Kosteniuk, Women's Chess World Champion : *"I am proud to be a part owner of Yes Games AS and an ambassador to Chess Attack. I was excited to find out about the new game "Chess Attack", which in my opinion is perfect for both grown ups and kids and greatly adapted to modern times. Chess Attack offers portability, innovation and shorter playing times, while retaining all the values of chess, such as the same pieces being used, and same playing rules. Chess Attack stimulates thought, is easy to learn, so even kids can start playing it minutes after they take it out of the box".*

Notes for Editors

- The Chess Attack board comprises 30 squares with 10 pieces per player – 5 pawns, 1 knight, 1 rook, 1 bishop, 1 queen, 1 king.
- Advertising agency Bartle Bogle Hegarty (UK) is a 10% shareholder in Yes Games AS.
- Yes Games AS will launch Chess Attack globally as a board game and on social networks and smart phone platforms.

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