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**EMBARGO UNTIL THURSDAY OCTOBER 1, 2009, 10:00 A.M. EST OR UNTIL FARMVILLE SWEET SEEDS LAUNCH, WHICHEVER HAPPENS LATER**

## **Zynga Launches Global Social Strategy – Partners with Fonkoze and others *Sweet Seeds for Change: Haiti Campaign***

Take a break from your otherwise busy days and head to Zynga’s Farmville market on Facebook and start buying up some **Sweet Seeds for Change!** For the next two weeks, a portion of each purchase will be contributed to Fonkoze; so, let us tell you a bit about this entertaining, yet significant partnership.

Zynga ([www.zynga.com](http://www.zynga.com)) is the world’s largest social gaming company with more than 129 million monthly users on a variety of platforms, including Facebook and MySpace! Its games include *FarmVille*, *Scramble*, *YoVille*, *Fashion Wars*, *Zynga Poker*, *Mafia Wars*, *Vampires*, and *Street Racing*.

As its name suggests, Zynga’s FarmVille (<http://www.farmville.com/>) is a farming game, a game that embodies the spirit of the “casual game.” The game’s mechanics are easy for anyone to understand (Leigh Carter was hooked in a brief weekend!) and the game-play is rewarding, even in short intervals. Perhaps as a result of ease of play, coupled with fun and rewards, not to mention the calming peace one might sense while retreating to farm life for a brief moment each day, FarmVille is the largest and fastest growing social game online, growing to 50 million people in the three months since it launched.

***Our Partnership.*** For a period of two weeks, Zynga will contribute 25% of the proceeds of the sale of Sweet Seeds for Change (sweet potatoes, indigenous to Haiti, of course!) to Fonkoze. Zynga seeks to establish the cornerstone of its emerging social strategy by enhancing and deepening the connections that users are already making through its games and, through those connections, to positively transform our world. If you would like to share any comments about its process with Zynga, please direct them to [socialchange@zynga.com](mailto:socialchange@zynga.com).

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