



## PRESS RELEASE

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# Mr. Quizter - a unique Spotify experience!

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*It's time to sharpen your mind and reflexes when we proudly present Mr. Quizter - a Spotify app that allows you and your friends to play, create and challenge each other in quizzes.*

The unique partnership with Spotify enables a huge music library to be used in completely new and creative contexts. Not only does it become more engaging and fun to play a quiz with music, it's also a great way to discover new artists, songs and genres while learning a thing or two.

Yashar Moradbakhti, Product Owner at Spotify adds, *"We are delighted to welcome the first quiz app to Spotify. Mr. Quizter is a great example of an app that deepens the music experience for our users in a fun and creative way - I myself am addicted!"*

Mr. Quizter gives you simple and intuitive tools to quickly create stylish, professional and fun quizzes effortlessly. It does not matter if you want to create, or just play - Mr. Quizter is the place where all the quiz lovers want to be! Let the battle of knowledge begin!

### **PLAY QUIZ**

Always want fresh quizzes? Through the creativity of our users, we can deliver an endless supply of questions in Mr. Quizter. Collect points by quickly answering several questions in a row correct and grab a top position on the leaderboards! There is already a wide variety of questions about everything from music history and artists to TV shows and sports. The format of the questions also varies, where besides ordinary text questions you can be asked questions about an image, pick an image alternative or recall how the lyrics begin or end. Mr. Quizter also lets you keep track of your stats and how many times you have won or lost against your friends.

## CREATE QUIZ

Unleash your creativity! Spotify's music library gives you an unprecedented amount of material and opportunities to create vibrant and creative questions. Although Mr. Quizter is ideal for music quizzes, you can just as well focus on other topics. You can use the music in any way you wish, it can be used as a clue or just for atmosphere. In Mr. Quizter we have developed powerful and intuitive features that make it easy, fast and fun for the you to create the questions you want. In addition to Spotify's music library, you can also include images, which expands the capabilities and creativity even further.

## SHARE YOUR QUIZ WITH THE WORLD

How much does your friends really know about your common favorite band? In Mr. Quizter you can easily share or challenge your friends on any quiz through Facebook, Twitter or links. The built-in rating system enables you to rate quizzes you have played. The most popular quizzes will be shown on the start page of Mr. Quizter. As more people become interested, Mr. Quizter will become even better.

## ABOUT NOWIGAMES AB

Nowigames was founded in 2012 and is run by a group of passionate people in different professions based in Borås, Sweden. Besides Mr. Quizter we also produce applications and marketing materials on demand.

## CONTACT INFORMATION

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## ABOUT SPOTIFY

Spotify is an award-winning digital music service that gives you on-demand access to over 20 million tracks\*. Our dream is to make all the world's music available instantly to everyone, wherever and whenever they want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal. Spotify is available in 20 countries: USA, UK, Sweden, Finland, Norway, Denmark, France, Switzerland, Germany, Austria, Belgium, Italy, Poland, Portugal, The Netherlands, Spain, Ireland, Luxembourg, Australia and New Zealand, with more than 20 million active users, and over 5 million paying subscribers.

\*Number of tracks licensed globally. Catalogue size varies per market.

## FOR MORE INFORMATION

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