



## Press release

### **CROWDPARK launches internationally and opens U.S. office**

- **Berlin based social betting company launches revolutionary new betting model in the U.S. and opens an office in San Francisco**
- **CROWDPARK launches international version of its website at [crowdpark.com](http://crowdpark.com) and beta Facebook game**

**Berlin/San Francisco, January 19, 2011** – Social betting company CROWDPARK announced today the opening of its first US office in San Francisco.

CROWDPARK offers Social Forecasting and Social Betting Games that combine the “Wisdom of the Crowds” with the complex technology of prediction markets to a new and original form of online entertainment, which lets the users compete against each other in real-time betting events.

Its popular website, which has already captivated German players since May 2010, is now available in an English version ([crowdpark.com](http://crowdpark.com)) for an international audience. The CROWDPARK platform offers players the opportunity to bet on future outcomes of any event imaginable in sports, science, entertainment, technology and others, using virtual currency. Unlike in traditional betting users can place and change their bets continuously even while the event is still ongoing – CROWDPARK calls this “dynamic betting”.

The CROWDPARK Facebook game, which is currently in beta, is unique in the social gaming world as it provides the thrill of betting while offering the fun-factor of virtual currency based social games. The very wide and user generated range of real events, in addition to the aspect of real time trading, makes this game viral and sticky.

“Our expansion into the U.S. opens up an enormous new market for us and we are excited to bring our social betting games to the U.S.”, says Ingo Hinterding, co-founder and managing director of CROWDPARK. “The new office in San Francisco is the logical answer to the tremendous interest we have seen from initial conversations with potential partners and investors.”

#### **About CROWDPARK**

CROWDPARK is a developer of revolutionary Social Forecasting and Social Betting Games. Its products combine the “Wisdom of the Crowds” with the complex technology of prediction markets to a new and original form of online entertainment, which lets the users compete against each other in real-time betting events.

CROWDPARK, founded in 2009, is backed by premier European VC Earlybird Venture Capital. Headquartered in Berlin, Germany, the company's wholly owned US subsidiary, CROWDPARK Inc., serves its North American customer base from its office in San Francisco. For more information, please visit: [www.crowdpark.com](http://www.crowdpark.com) or follow us on Twitter [www.twitter.com/crowdpark](http://www.twitter.com/crowdpark) and Facebook [www.facebook.com/crowdpark](http://www.facebook.com/crowdpark).

#### **Information / Links**

[www.crowdpark.com](http://www.crowdpark.com), [www.facebook.com/crowdpark](http://www.facebook.com/crowdpark), <http://apps.facebook.com/crowdpark-game>

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