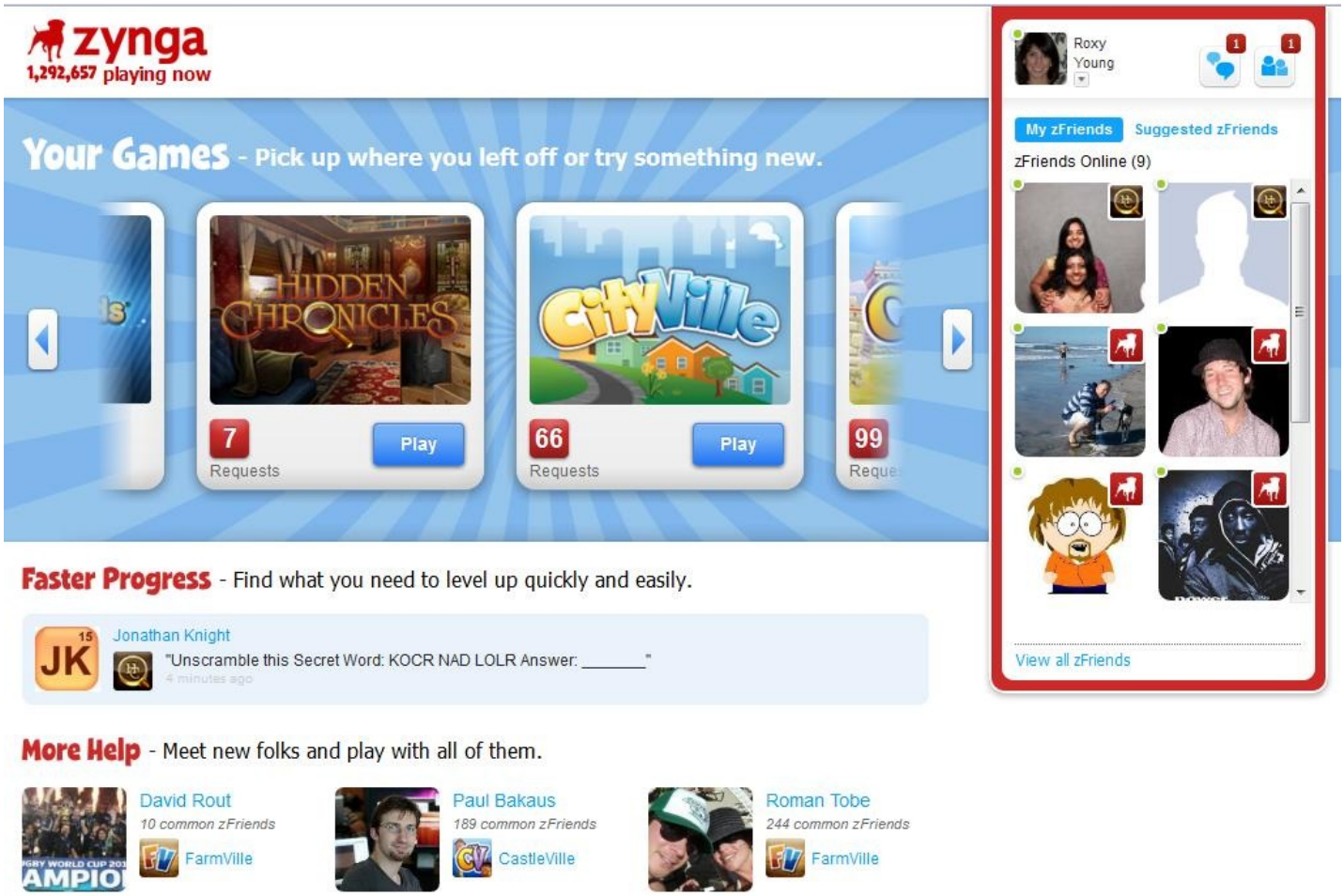
ZYNGA UNVEILS NEW PLATFORM FOR PLAY

March 2, 2012



SAN FRANCISCO (RPRN) 03/02/12 — The Zynga Platform Delivers More Ways to Play and More People to Play with on Zynga.com

Zynga Welcomes Game Developers Mob Science, Row Sham Bow and Sava Transmedia as Inaugural Platform Partners

Zynga (NASDAQ: ZNGA), the world's leading provider of social game services, today announced the Zynga Platform, a new platform designed to bring players what they've asked for: new ways to play and more people to play with. As part of the initial roll out, Zynga will debut the beta release of Zynga.com, the company's new destination for social games. In addition to serving up popular Zynga games, Zynga.com will let players discover and play social games created by third party game developers. These Platform partners will be able to reach new audiences and make their games even more social.

"We built Zynga.com to give our players more ways to connect with each other and play great social games whether built by Zynga or other talented developers," said Mark Pincus, founder and CEO, Zynga. "Together with our platform partners, we look forward to bringing more play to the world on our platform."

Zynga.com – a playground for social games

Zynga.com is built with the goal of bringing players more ways to connect with more people on a new destination dedicated to social games. Zynga.com will enable players to meet and connect with other players who share a love for social games, ultimately giving them more friends to play with. Players will progress faster in their games by tapping the entire community to instantly get

what they need to complete quests, obtain virtual items and advance to the next level. Zynga.com is one of the first sites to be totally integrated with Facebook as an extension of the companies' strong and collaborative partnership. It will allow players to log in with their Facebook ID and easily play games with their existing Facebook friends, as well as other people who love to play the same games.

"Zynga.com was created based on listening to players and understanding what they want and need to make their play time more fun and meaningful," said Manuel Bronstein, general manager of Zynga.com. "We are excited to give players a way to connect with other people who love to play the same games in a destination that is all and only about games. We will continue to listen to player feedback and provide even better ways for them to connect and play together."

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The initial beta release of Zynga.com features:

zFriends – Connect and play with more people, beyond your Facebook friends, who love to play as much as you do.

More Games – Five of Zynga's top games – CastleVille, Words With Friends, CityVille, Hidden Chronicles and Zynga Poker – will be accessible on the site at launch, but soon you will be able to discover and play more social games by Zynga and third party game developers.

Social Stream – Get real-time access to items needed to advance faster in games by posting to Zynga's live social stream without ever leaving your game board.

Player Profile – A profile that is all about the way you play, highlighting your favorite games, top zFriends, recent activity and your helpfulness score to see how you stack up against friends.

Live Chat – Without leaving the game board, you can also chat with zFriends in real-time to send gifts, strategize, or just say 'OMG, look at the size of that beastie!'

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Zynga Platform Partners

In an effort to let players discover and play even more games on Zynga.com, for the first time ever, Zynga will enable third party developers to create and publish games on the Zynga Platform. Zynga is working with a number of early partners, including: Mob Science, Row Sham Bow and Sava Transmedia. Zynga Platform partners will have access to the 240 million monthly active users who currently play Zynga games by publishing and promoting them across the Zynga network. In addition to inviting developers to promote their games to its player audience, Zynga will enable partners to tap into channels and features that increase social engagement, analytics that measure and drive social, and back end technology that ensures scalability and availability.

"Publishing on the Zynga Platform will allow developers to tap into a captive audience of players who love to play social games," said Rob Dyer, head of platform partners at Zynga and former senior vice president of Publisher Relations at Sony Computer Entertainment. "What's more, we're committed to creating an environment that's a win, win for everyone involved. We know the challenges of being a game developer, and want to build the best destination for play – not just for players – but for the entire ecosystem as well."

"As an independent game developer, we have faced significant challenges in getting players to discover our games," said Michael Witz, CEO of Mob Science. "The Zynga Platform provides an unparalleled opportunity by letting us focus on building a game that can easily be enjoyed by the millions of people on Zynga's network who already love to play social games. As an early Zynga Platform Partner, we look forward to working closely with the company to evolve the platform and create the best environment for developing and playing social games."

Zynga currently measures the level of social engagement in its games through a metric that looks at a player's active social network (ASN). Through analytics and player feedback, Zynga's learned that the number of active neighbors a player regularly engages within their game directly impacts how meaningful of an experience they have and how much they want to play. By tapping into a combination of features like the live Social Stream and analytics that measure ASN, Platform partners will be able to understand, refine and drive more social engagement in their games.

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"Making great social games is challenging and it's even more difficult to build for scale so millions of people worldwide can play simultaneously and have a great experience," said Cadir Lee, chief technology officer, Zynga. "Our goal for the Zynga Platform is to make it easier for game developers to build the best social games without having to deal with technology challenges."

Zynga's infrastructure operates as a platform that serves the company's entire lineup of games and studios worldwide. Over the last year, Zynga has bolstered its own private infrastructure, called zCloud, enabling game studios to quickly scale their games. Zynga will soon enable Platform partners to leverage the technology that Zynga built specifically for creating and scaling social games.

Availability

Zynga.com is expected to launch this month. The play service will be available in 16 languages, including: English, French, Italian, German, Spanish, Portuguese, Turkish, Indonesian, Norwegian, Danish, Dutch, Swedish, Traditional Chinese, Korean, Japanese and Thai.

Zynga is initially working closely with select Platform partners, but plans to open up the Zynga Platform and make it more widely available to all third party game developers through an API later this year.

For more information, visit: www.zynga.com. For information on Zynga Platform partners, please visit: http://company.zynga.com/platform-partners.

Zynga.com assets, including images and a demo video, can be found here: https://zynga.box.com/s/9b16il219hdd7eb04m9q.

For other information, please contact press@zynga.com.

About Zynga Inc.

Zynga Inc. (NASDAQ: ZNGA) is the world's leading provider of social game services with more than 240 million monthly active users playing its games, which include CityVille, FarmVille, Words With Friends, Scramble With Friends, CastleVille, Hidden Chronicles, Zynga Poker, Empires & Allies, Indiana Jones™ Adventure World, The Pioneer Trail, Mafia Wars and Café World. Zynga's games are available on a number of global platforms, including Facebook, Google+, Tencent, Apple iOS and Google Android. Through Zynga.org, Zynga players have raised more than $10 million for world social causes. Zynga is headquartered in San Francisco, Calif.

Forward-Looking Statements

This press release contains forward-looking statements relating to, among other things, our launch of the Zynga Platform and various features on the Platform, the expected timing for public access to Zynga.com, the publishing of games by third party developers on Zynga.com and the success of the new Zynga Platform. Our actual results could differ materially from those predicted or implied. Factors that could cause or contribute to such differences include, but are not limited to, the interest of third party developers in launching games on the Zynga Platform, our ability to anticipate and address technical challenges related to operating Zynga.com and changes in the Facebook platform or our relationship with Facebook.

More information about factors that could affect our operating results is included in our SEC filings, including under the captions "Special Note Regarding Forward Looking Statements", "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results

of Operations" in our Annual Report on Form 10-K for the year ended December 31, 2011 as filed with the SEC, copies of which may be obtained by visiting our Investor Relations website at investor.zynga.com or the SEC's web site at www.sec.gov. Undue reliance should not be placed on the forward-looking statements in this release, which are based on information available to us on the date hereof. We assume no obligation to update such statements.

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