



DoubleDown Interactive Celebrates First Anniversary of Undead World: Hero Survival

September 22, 2022

SEATTLE, Sept. 22, 2022 (GLOBE NEWSWIRE) -- DoubleDown Interactive Co., Ltd. (NASDAQ: DDI) ("DoubleDown" or the "Company"), a leading gaming company, delivering unique player experiences across a variety of genres, celebrates the first anniversary of Undead World: Hero Survival. Within its first year, the zombie-battler role-playing game has been downloaded by over 1,000,000 players.

"We are proud to celebrate this first-year milestone for Undead World: Hero Survival," said In Keuk Kim, CEO of DoubleDown. "With regular content updates, a variety of rotating mini-games and in-game events, and an engaging ongoing story, the game has already found a devoted player base. We look forward to growing the audience as we move into Year Two."

In-game celebrations for the one-year anniversary will include a Birthday Festival and Birthday Bingo, and opportunities for players to participate and earn rewards. The festival event will reward players automatically, just for logging in to play. The bingo event will provide in-game missions for players to complete in exchange for filling in the bingo card and claiming the rewards.

In Undead World: Hero Survival, players collect heroes, level them up, and send them into battle against zombies as well as rival factions of heroes. Within the first year, 21 new Epic heroes have been introduced, joining the original 15. New game modes and special events offer enhanced strategic gameplay as well as character complexity and plot development.

Follow the latest activity on Undead World: Hero Survival's social media pages:

Facebook: <https://www.facebook.com/undeadworldherosurvival>

Twitter: https://twitter.com/undeadworld_hs

Discord: <https://discord.gg/Ct8mdZ3Rxn>

YouTube: https://www.youtube.com/channel/UCAmMhK1HhMhSuBDrVM6_4ZA/featured

Meet the heroes at: <http://undeadworld-herosurvival.com/>

Download and play on iOS or Android: <https://undeadworld.onelink.me/Nqph/fpari9k6>

About DoubleDown Interactive

DoubleDown Interactive, Co. Ltd. is a leading developer and publisher of digital games on mobile and web-based platforms. We are the creators of multi-format interactive entertainment experiences for casual players, bringing authentic Vegas entertainment to players around the world through an online social casino experience. Our flagship title, DoubleDown Casino, has been a fan-favorite game on leading social and mobile platforms for years, entertaining millions of players worldwide with a lineup of classic and modern games.

Company Contact:

Joe Sigrist

ir@doubledown.com

+1 (206) 773-2266

Chief Financial Officer

<https://www.doubledowninteractive.com>

Investor Relations Contact:

Cody Slach or Jeff Gramp, CFA

Gateway Group

+1-949-574-3860

DDI@gatewayir.com

Undead World: Hero Series 1-Year Anniversary



DoubleDown Interactive celebrates the 1-Year anniversary of the release of Undead World: Hero Survival

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/9f281a88-e63e-4022-a3a2-52b358a980a6>