

Miniclip catapults THE LORAX App to #1 iPad ranking in USA and 49 other countries.

Driven by the success of the online version of the same game on Miniclip.com, "The Lorax Marshmallow Munch" App has now taken the #1 spot in the iPad App Store rankings in 50 countries, including the USA. The mobile version of the game, which has been available for free only since April 11th, has already had over 1m downloads.

The iPad version of the game has taken the #1 position in major markets such as the USA, Australia, and Canada, and is proving similarly popular in countries such as Mexico, Portugal, the Philippines and Peru. In addition, the game's iPhone version is currently ranked #1 in New Zealand, #2 in Australia and #3 in Canada in Apple's overall app rankings.

Sergio Varanda, Director of Mobile for Miniclip.com said: "Dr. Seuss' Lorax is great IP and we were able to turn it into a fantastic online and mobile game. We are delighted by the success of our unique cross-platform marketing of 'The Lorax' game to our 65 million game players around the world."

Chris Massey, Universal Pictures International's Director of Digital Media noted: "Making the game available in eight languages has without doubt been a key factor in the campaign's global success and popularity among kids and parents"

"Dr Seuss' THE LORAX" opened with record box office numbers of \$70m in its first weekend in the US, and has already grossed over \$200m worldwide. The film is the third feature created by Universal Pictures and Illumination Entertainment (Despicable Me, Hop)

About THE LORAX

The 3D-CGI feature Dr. Seuss' THE LORAX is an adaptation of Dr. Seuss' classic tale of a forest creature who shares the enduring power of hope. The animated adventure follows the journey of a boy as he searches for the one thing that will enable him to win the affection of the girl of his dreams. To find it he must discover the story of THE LORAX, the grumpy yet charming creature who fights to protect his world.

Danny DeVito will lend his vocal talents to the iconic title character of THE LORAX, while Ed Helms will voice the enigmatic Once-ler. Also bringing their talents to the film are global superstars Zac Efron as Ted, the idealistic young boy who searches for THE LORAX, and Taylor Swift as Audrey, the girl of Ted's dreams. Rob Riggle will play financial king O'Hare, and beloved actress Betty White will portray Ted's wise Grammy Norma.

<http://www.loraxthemovie.co.uk/>

<https://www.facebook.com/theloraxuk>

About Miniclip

Miniclip is the world's largest online games website. The company develops, publishes and distributes more than 650 online and mobile games. Founded in 2001, Miniclip is privately owned and privately funded with its headquarters in Switzerland and offices in six countries. Miniclip.com is the only website

to ever win the prestigious Webby People's Voice Award, the "Oscars of the Internet" for the "Internet's Best Game site" in three consecutive years. For more information, visit corporate.miniclip.com

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About Universal Pictures

Universal Pictures International is the international marketing and distribution division of Universal Pictures. Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

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