



Loyalize Acquires Savage Entertainment

Acquisition of Gaming Company Extends Leadership in Real-Time Audience Participation Capabilities

TV of Tomorrow 2011, San Francisco, CA (PRWEB) May 17, 2011: [Loyalize™](#), an audience participation company that provides a white-label platform for brands and content providers to engage nationwide audiences with real-time games, polls, and more for social TV and live events, announced today it has purchased Savage Entertainment, an LA-based game studio, known for working on major franchises like James Bond, Star Wars, and Transformers.

Loyalize chose to acquire Savage Entertainment for its key talent and technical gaming expertise.

Loyalize reaches consumers on the phones and tablets they're already using, during the shows and events they are already watching and talking about. With Loyalize, consumers socialize, compete, share, shop, and discover, all while winning badges and points they can redeem for real rewards. Its platform is designed for interaction across a mass audience in real time, with analytics and tools for identifying and rewarding the most valuable participants.

Terms of the deal were not announced.

"Loyalize paves the way for nationwide audiences to participate with each other simultaneously and instantaneously on connected devices," said Todd Greene, CEO of Loyalize. "As the line blurs between social software, traditional game technologies, and mainstream media activation, the decade-deep game development expertise at Savage brings us a huge advantage in pioneering the next generation of real-time social online experiences."

Savage Entertainment's developer and creative talent will immediately begin working with Loyalize on innovative and addictive ways for audiences to participate around content and brands during live events and broadcasts. Rich analytics give brands and content providers key insights into how audience members are sharing, participating, and reacting, while flexible campaign tools let partners continually enhance the experience by adding new consumer challenges and rewards.

"We feel like Savage Entertainment has found a great new home with Loyalize," said Tim Morten, former CEO of Savage Entertainment (now with Electronic Arts). "Loyalize is poised to revolutionize the consumer experience surrounding media, and the real-time nature of the Loyalize platform has great synergy with Savage's core expertise"

Loyalize's products are designed to work on any companion device or second screen – specifically, all Android and iOS devices, tablets and phones. Loyalize makes heavy use of standards like HTML5 and CSS3 to ensure easy configurability, cross-device compatibility, yet offering a native-app experience. The proven Loyalize cloud-hosted technology platform is in use today with over 21M page views/month serving consumers in 50 languages around the world. More details on Loyalize and its participation experiences can easily be found on its [web site](#). Additionally, Todd Greene, CEO for Loyalize will be speaking at the [TV of Tomorrow Conference](#) May 17-18 in San Francisco.

The [SocialTV Companion Service](#) from [Motorola Mobility Inc](#) (NYSE:MMI) utilizes component modules from Loyalize, including real-time social experiences and our real-time participation platform, analytics, and rewards administration components, as referenced in Motorola's April 7th announcement.

About Loyalize™

Loyalize is an audience participation company. Our platform drives audience participation on the screens consumers already use (phones, tablets, laptops), during the live events and broadcasts they're already commenting on. Loyalize's white-label experiences, games, polls, and more give consumers a fun way to share, shop, discover and play with others in real-time, while winning loyalty points redeemable for real rewards. With Loyalize, brands drive the social conversation and find out what resonates with their audiences. The privately-held company has 24 employees and offices in San Francisco and Los Angeles, CA. For press inquiries, please visit: <http://www.loyalize.com/press>

About Savage Entertainment

Los Angeles-based Savage Entertainment was founded over a decade ago by veterans of Activision's internal development studio, Tim Morten and Chacko Sonny. Since then, Savage has worked with numerous publishers, including Electronic Arts, Activision, THQ, Midway, and LucasArts. The Savage team is filled out with talented designers, animators, artists, and programmers, including veterans from many of the best studios in the industry.

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