



*Press Release*

**After a Decade, Game Power 7 Unveils the New Visual Identity of its Brand.**

**Dubai - February 8, 2017**

After 10 Years of developing and publishing Arabic online games, Game Power 7 has recently revealed the new visual identity of its brand, which coincided with preparation for announcing the company's first Arabic mobile game.

The company declared in a press release that planning and implementing the new corporate Identity took about a year, after conducting Intensive studies by specialized departments. This new brand identity reflects the company's ambition to reach new heights in gaming industry.

Game Power 7 also indicated that the new logo represents the company's aspiration to expand its horizons. The shield refers to the essence of Game Power 7 principle of protecting Arab youth's culture and traditions, whereas "7" stands for the company's seven core values that constitute the communication basis with clients.

"In March 2017, the company is celebrating its 10<sup>th</sup> anniversary. I believe that now is the best time to take a brief pause, review our performance and measure our progress. That will help us to proceed towards a future that we have planned together with our clients and strategic partners," stated Mr. Omar Al Shalak; CEO of Game Power 7.

Mr. Shalak also added, "The trust of our worldwide partners - developers and distributors – has motivated us to provide the best services, whereas the support and loyalty of our clients constituted the main factor behind the company's success. That encouraged us to broaden our role from an online games publisher to an online games developer."

**\*\*\*To Be Continued\*\*\***



In the middle of 2016, the company set up a new department specialized in developing online games, which is supervised by Arab experts. It works in cooperation with “GP7 Gamers” team that includes a group of video games specialists.

In its press release, the company mentioned that the genre of the new mobile game will be “MMO Strategy”, and it is planned to be released in the first quarter of 2017.

It is noteworthy that Game Power 7 is the first Arab company that started exploring the Arabic online games market in 2007. Within a short period, Game Power 7 was able to present eight projects that gained remarkable popularity, in which the number of registered users exceeded one million Arab players.

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**YouTube:** [https://youtu.be/HIJ2FhB\\_3x0](https://youtu.be/HIJ2FhB_3x0)  
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## **About the company**

As a subsidiary of Spacetoon Media Group, Game Power 7 was established in 2007; announcing itself as the first Arabic company in the field of publishing online games. With the efforts of a highly qualified staff, Game Power 7 launched its first published game “Arabic Rappelz”, which is still considered the biggest virtual Arab community. Arabic Rappelz was just the first step of success, followed by a series of achievements in publishing various global games that suit Arab culture. At the end of 2013, the number of registered users exceeded one million.

In parallel with gaining such a huge community, Game Power 7 managed to establish a wide spectrum network of successful international business relations, turning the Middle East into a magnet for world-class game developers.

A variety of distribution channels including local, regional and global agents, in addition to a highly-secured E-payment system, made online purchase experience more friendly, easy and safe.

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