



PRESS RELEASE

October 18, 2014

Starbreeze announces the opening of the official OVERKILL Merchandise store

Starbreeze AB, an independent creator, publisher and distributor of computer and video games, announced today the opening of the official OVERKILL Software Merchandise store available at <http://store.overkillsoftware.com>

At the store, fans of the PAYDAY-franchise will be able to acquire official apparel, gadgets and trinkets related to OVERKILL games – how about suiting up in your very own suit t-shirt, perfectly themed to your favorite character? Have you followed Bobble Head Bob and his endeavors to finance his new Bobble Head business? Well fear not, now you can support his efforts and get your very own Dozer Bobble Head, delivered complete with a redemption code for a custom Dozer in game mask.

Also tune in to The Creatures Twitch channel - <http://www.twitch.tv/thecreatures> - for the live streaming special two-hour Crimefest event from the Dreamhack Monster Energy Studio in Stockholm, Sweden starting 8am PST/ 11am EST/ 5pm CET. The live stream will feature developer interviews, trailer premieres and showcase some of the items available in the merchandise store.

The store is set up in collaboration with industry veterans Gaya Entertainment GMBH under a non-exclusive license. Gaya design, manufacture and distribute premium merchandise & high-end collectibles under the license of todays most popular PC- & Videogames.

The online store will be stocked with additional products, as they are made available, goods will also soon appear in retail stores worldwide.

For more information please contact:

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Brief information about Starbreeze:

Starbreeze is an independent creator, publisher and distributor of high quality entertainment products, headquartered in Stockholm, Sweden. At Starbreeze we create games by our own design and through licensed content, establishing franchises that can live and prosper outside the game itself. We live and die by gameplay.

Starbreeze is pioneering digital self-publishing, currently hosting one of the largest community groups on the digital distribution platform Steam. Starbreeze's most recent products include PAYDAY 2, our adrenaline fuelled bank robbing co-op game and the critically acclaimed adventure game Brothers – A Tale of Two Sons.

Starbreeze AB is publicly traded on Nasdaq OMX First North Premier under the ticker STAR and the ISIN code: SE0005992831. Starbreeze's brands include OVERKILL Software and the PAYDAY series.

See www.starbreeze.com for more information.

About Gaya Entertainment GmbH:

Gaya Entertainment was founded in 2006 in order to design, manufacture and distribute collectible merchandise under the license of today's most popular video games. While they focus only on licenses related to Videogames, the range of different types of products is very broad. They produce everything from classic merchandise such as pins, posters, mugs, mouse pads to accessories such as bags and jewelry and high-end collectibles such as action figures and statues and even life-size figures. All key executives here at Gaya Entertainment have been working in the industry of licensed collectible merchandise since 1996 and decided to join forces in order to produce high quality products related to Videogames.