



Avalanche Studios Group

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Avalanche Studios unveils new brand identity and teases a new game

STOCKHOLM, MARCH 25, 2020 – Avalanche Studios is excited to announce the name change to Avalanche Studios Group and unveil its new visual identity, including its three creative divisions, Avalanche Studios, Expansive Worlds and Systemic Reaction, and teasing a new game.

The new identities are a modern update and reflect the entire Avalanche Studios Group, leveraging the legacy and strong brand equity of its AAA partner and outdoor games divisions Avalanche Studios (Just Cause, Rage 2) and Expansive Worlds (theHunter: Call of the Wild), while establishing the

self-publishing brand Systemic Reaction (Generation Zero) to better mirror its unique offering.

– Since 2003 we have built a sustainable AAA business, and over the past five years, we have broadened our portfolio with our self-published games. Transitioning to Avalanche Studios Group and its three divisions marks the start of a new era, says Pim Holfve, CEO of Avalanche Studios Group. Although we have expanded to three creative divisions, our singular focus is to bring immersive open world experiences to millions of players around the globe.

The announcement is accompanied by a [Steam sale](#) of Avalanche Studios Groups' entire catalog of games and downloadable content, including Just Cause 4, theHunter: Call of the Wild and Generation Zero. Systemic Reaction also released a [teaser trailer](#) for a new game developed in Malmö.

– We want to celebrate this occasion by paying homage to our rich history of open world games while also sharing a glimpse of what's to come, says Pim Holfve. We have several games in development, and this is just the beginning of what promises to be another exciting decade for the entire Avalanche Studios Group.

About Avalanche Studios

Avalanche Studios is the original creator of the award-winning Just Cause franchise (published by Square Enix) and the developer of Mad Max (published by Warner Bros. Interactive) and Rage 2 (published by Bethesda Softworks). As a publisher, Avalanche Studios has released theHunter: Call of the Wild, Generation Zero and the free-to-play service theHunter Classic which has reached more than 8 million players across 190 countries. Avalanche Studios was founded in 2003 and is based in Stockholm, New York City and Malmö. The studio develops games using its proprietary Apex technology, enabling huge open worlds filled with emergent gameplay. Learn more at www.avalanchestudios.com.

Contacts



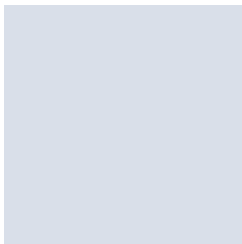
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