

# Crashing Season to Middle East & North Africa with Maysalward

*Maysalward and Koukoi Games Partnersto Bring a Better Crashing Season to Middle East & North Africa*

AMMAN, KING HUSSEIN BUSINESS PARK, JORDAN, November 18, 2016 /EINPresswire.com/ -- [Maysalward](#) a Jordanian based development Studio and Publisher Partner with Koukoi Games (Koukoi) from Oulu, Finland to bring a special edition of their game, Crashing Season, to the Middle East and North Africa region (MENA). This Partnership will bring Crashing Season into MENA as a culturally localized version of the game.

Koukoi Games decided to partner up with Maysalward as a local publisher due to the nature of the MENA market which is difficult to approach as an outsider but has great promise as a growing mobile market.

Crashing Season is the world's first non-stop arena runner where the player will crash into enemies using different animal characters, while using and upgrading little helpers and character-specific special abilities. The game has award-winning low poly styled 3D graphics and artwork and it is free to download from Google Play and Apple App Store for mobile devices in the rest of the world.

"The MENA region has its own challenges that Koukoi feels are better conquered through a publisher that is native to the region and has wide access to various distribution channels. Through this partnership we're able to grow with a

market that has a great promise as a growing mobile game market." says Koukoi Games CEO Antti Kananen.

" Bringing top Mobile games to the MENA Region market is a responsibility we took on ourselves as





With Maysalward we're able to grow with a market that has a great promise as a growing mobile game market

*Antti Kananen*

the Leading Development Studio and Publisher in MENA " Maysalward CEO and Founder Nour Khrais " Working with Studios from leading market like Finland and Europe will add value to our operation and team" Khrais added.

Koukoi Games is a mobile game startup founded early in 2015 that focuses on producing original and licensed IP mobile games with exceptionally high production value and truly memorable gaming experiences. The team includes

game and tech industry veterans, and includes former employees from Nokia and Rovio Entertainment. The company acquired a seed funding of 1 million dollars in 2015 and additional funding of 1 million dollars in 2016 for stepping into developing games based on Hollywood IPs and known brands in addition to original productions. Earlier Koukoi has also partnered with a Chinese publisher to bring Crashing Season into China, and with a Japanese publisher to bring the game into Japan. Koukoi's game, Crashing Season, can be downloaded for Android devices [here](#), and for iOS devices [here](#).

Maysalward, a company founded in November 2003 and based in Jordan, is the first mobile game development company in the Middle East and North Africa (MENA) market. It is recognized as the leading mobile game development company in the region. In 2014 Maysalward expanded its services to include the publishing of regional indie games and international renowned IPs, brands and names. Today the company works closely for example with Zeptolab in the MENA market with Cut The Rope and King of Thieves mobile games . The company also recently launched the top selling racing game Nitro Nation with Creative Mobile.

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About Koukoi Games and Crashing Season:

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Press kit: <http://koukoi.com/press/>

About Maysalward:

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