



## **BIG FISH GAMES GAINS ELECTRONIC ARTS (EA), ZYNGA AND GSN EXECUTIVE JEFF KARP AS NEW MANAGING DIRECTOR AND PRESIDENT**

**SEATTLE WA (July 2, 2018)** [Big Fish Games](#), an innovative developer and world-class publisher of a diverse portfolio of casual game franchises, today announced that experienced video game executive Jeff Karp joined the company as Big Fish's Managing Director and President. Jeff will oversee Big Fish and its growth as a leading company in the games industry. Big Fish's current portfolio of games is played by millions around the world and led by chart-topping franchises, such as [Big Fish Casino](#), [Cooking Craze](#), [Gummy Drop](#), [Fairway Solitaire](#) and [Jackpot Magic Slots](#).

Jeff has more than 15 years in senior executive roles with leading companies in the video games industry including EA (Executive Vice President, Play Label), Zynga (Executive Vice President, Chief Marketing and Revenue Officer) and GSN Games (Executive Vice President, Social and Mobile Games). He was instrumental in building multi-billion-dollar franchise games, including EA SPORTS, *Words With Friends*, *Farmville*, *The Sims* franchise, *Bingo Bash*, *GSN Casino*, and many more.

Most recently, Jeff was the Chief Executive Officer of Sports Illustrated Play, a youth sports focused digital platform that was acquired by Comcast/NBC earlier this year. At Sports Illustrated Play, Jeff built youth-sports platforms that supported more than 17 million monthly users.

### **Quotes:**

**Jeff Goldstein, Aristocrat Chief Digital Officer/Chief Strategy Officer:** I am delighted to welcome Jeff Karp to Big Fish. Jeff's expertise in growing games into global entertainment

franchises is unsurpassed. His proven track record and deep experience in the games industry make him the ideal person to drive Big Fish's growth strategy, and ensure the business delivers its full potential.

**Jeff Karp, Big Fish Managing Director and President:** I am honored to be working with such a creative and talented group, who are focused on enhancing life through exceptional play. Big Fish is a content-rich company and its employees are passionate about making great games that bring joy and fun to millions of players around the world. I look forward to working with everyone at Big Fish to deliver our growth plans for the benefit of our players, our people and all our stakeholders.

Resources:

- [Big Fish Games](#)
- [Big Fish Games LinkedIn](#)
- [Jeff Karp LinkedIn](#)

### **About Big Fish**

Founded in 2002, [Big Fish Games](#) is an innovative developer and world-class publisher of a diverse portfolio of casual game franchises, including [Big Fish Casino](#), [Cooking Craze](#), [Gummy Drop](#), [Fairway Solitaire](#) and [Jackpot Magic Slots](#). Big Fish Games serves millions of players every day and is dedicated to enhancing life through exceptional play for everyone, anywhere, on any device. Big Fish offers immersive, beautifully-rendered, visceral gameplay experiences built upon its proprietary publishing platform, providing players with the opportunity to play, connect, compete and discover. The company is headquartered in Seattle, WA, with a regional office in Oakland, CA, and is part of [Aristocrat Leisure Limited](#).

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