

Battle commences today! The new online battle arena game, *Fighting Heroes*, available now!

Philadelphia, Pennsylvania (April 19th, 2024) - Today Jarbat Games is launching *Fighting Heroes*, its online 5v5 arena battle game on Playstation 5, Xbox, Steam and Epic Game Store! *Fighting Heroes* features exhilarating, pulse-pounding battles, stunning visuals, and intense competitive game modes!

From its inception, *Fighting Heroes* set out to create strategic, dynamic gameplay that gamers have never experienced. Sadly players have come to expect broken games with poor performance, poor gameplay balance, rampant cheating, and game breaking bugs. We aim to elevate the standard of multiplayer games by creating a responsive networking model that decreases players' frustrations that they experience in other games by decreasing network latency and increasing player responsiveness.

Taking inspiration from classic titles the development team set out to push the boundaries of gameplay and graphics that would captivate players worldwide while combining it with the latest graphics engines and network technologies for our team to leverage to create a state-of-the-art multiplayer experience that can be enjoyed by players of all skills levels in a variety of different modes, while making a commitment to stop cheaters and create a fair in-app purchase model that respects the players time.

"Today marks the culmination of immense dedication from our team at Jarbat Games", says Jarrad Battaglia, CEO of JarBat Games. "By blending deep, intricate tactics with state of the art graphics and networking, we believe players can expect a responsive network experience and we strive to keep the game competitive and balanced! Our staff has built on an infrastructure that allows players to get into games quickly and allow them to play with their friends and players of all skills! We look forward to keeping our playerbase entertained for years and supporting our community!"

"*Fighting Heroes* is one of the deepest, fun games that I have played recently", says early access player Bill Guy. "Recent games that have launched felt like they were pressuring me to log in every day to finish their objectives and to spend as much money as possible, while giving a subpar gaming experience with bugs, long load times, lag spikes, and infested with cheaters and bots. *Fighting Heroes* quickly got me into the game mode I wanted and felt so responsive, even when playing with friends on different consoles! As a longtime player of battle arena games, I feel this game will be one I will be playing for years to come!"

For instructions on how to download and play visit: www.fightingheroesproject.com

About Jarbat Games

Fighting Heroes is developed by the Philadelphia-based studio Jarbat Games, which was founded in April 2024 by Jarrad Battaglia and is looking to grow into the future! Jarbat Games follows the core belief that fun gameplay is the core of any game. We strive to create fair and balanced games that become a core part of any genre.

External FAQs:

What is the price?

- *Fighting Heroes* upon release will use the free-to-play, no up-front cost pricing model, but all heroes are unlocked from the start with no limitations around gameplay, with new updates, items, and heroes released over time. Certain packs or bundles may be available in the shop that offer certain cosmetic bundles and they are purchasable through the shop inside the games client.

What regions are available?

- On launch we will support North America and Europe, with other regions coming shortly after launch! Utilizing the latest cloud technologies we are able to spin up servers faster and connect players together that minimize latency and ensure your moves are updated to other players as soon as possible!

Do my purchasable items affect gameplay?

- Purchased items never affect gameplay, they are only visually different and allow players to customize how they look. We do not use loot boxes, and items come from battle passes or our store for a fixed cost based on item tier! All items purchased are tied to the account and are usable no matter where you play or what you play on.

Internal FAQs:

What is the estimated consumer demand for this market?

- The gaming market is the largest entertainment sector and has seen a new influx of players in the last few years and is expected to rise from \$262 billion in 2023 to \$312 billion in 2027. We are looking to capitalize on a genre that is globally popular, with room to grow in Europe and North America and on platforms that competitors traditionally do not occupy and is also some of the most watched and streamed esports content.

What are the challenging product engineering problems we will need to solve?

- To solve the ever changing size of our playerbase, we will need to leverage cloud environments such as AWS or Google Cloud and their internal services to be on top of changes in player numbers and ensure no player is ever waiting to get into a match. These cloud environments offer a multitude of products that allow us to utilize the latest the industry has to offer and allow future development to continue using the latest tools. In addition we need to create or choose robust client and server side anti-cheat systems that block and ban hackers when they are detected.

Why use the free-to-play cost model instead of up-front or subscription model?

- Typically free to play games rely on in-app purchases and players spend money on things like character cosmetics, characters, or resources and powers to progress faster in the game. The no up-front costs allow more players to try the game and typically this is the model our competitors have used and other games that rely on continual updates. Subscription or upfront payment models may also do in-app purchases, but the player bases are typically lower thus future revenue potential is lower.