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Prima Games Taps Leading E-commerce Solution Provider Scalefast for their Online Store

BY **BUSINESS WIRE**

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In a move to update and expand its online shop, Scalefast, a leading full-service e-commerce solution for top brands, was selected by Prima Games, a division of Penguin Random House, Inc., to successfully develop and launch its online

store, available to consumers now. As the premiere provider of official, expert strategy content, Prima Games has the largest catalog of official strategy guides in both print and digital formats. The full catalog of Prima's web-access strategy guides (eGuides) is available now 24/7, directly from <https://shop.primagames.com>, with no download or DRM required.

The Prima Games online store offers gamers a one-stop shop to easily search and purchase a wide selection of Prima's official eGuides for top gaming titles such as Final Fantasy® XXII: The Zodiac Age, The Elder Scrolls® Online: Morrowind, and Mass Effect™: Andromeda. The user friendly site also allows customers to place pre-orders for eGuides to Call of Duty®: WWII, Far Cry® 5, Assassin's Creed® Origins, Wolfenstein II: The New Colossus, and many more.

"We are focused on the future growth of our online store and looked at a number of e-commerce providers to meet our needs. Scalefast offered the most robust yet scalable e-commerce solution," said Julie Asbury, digital publishing director, Prima Games. "We wanted a totally seamless, easy-to-navigate shopping experience that will be a great fit for us and our customers, and Scalefast delivered as promised."

"Prima Games is the kind of company we love working with; they have fierce consumer loyalty and their brand required the personal touch and customer understanding that Scalefast is quickly becoming known for," said Mike Schwartz, vice president of sales, Scalefast. "By extending Prima's leading brand presence with an online store developed with their devoted fan base in mind, we can help safeguard their brand integrity while preparing them for the growth the hope to have in the coming years."

With offices in Los Angeles, Paris, and Madrid, Scalefast offers an innovative revenue-sharing model for global brands seeking to scale fast with a full-service e-commerce partner.

About Scalefast Inc.

Scalefast, a leading full-service e-commerce solution providers builds and operates Direct-to-Consumer online stores for brands that want to accelerate online sales without the time, cost, and risk of in-house development. The company is the e-commerce outsourcing partner of choice for many of the world's largest digital entertainment brands, including Bandai Namco Entertainment, Codemasters, Sega and Square Enix. Learn more at www.scalefast.com.

About Prima Games

Prima Games, an imprint of DK and a division of Penguin Random House Inc., is the world's leading publisher of strategy content for PC and console video games. Prima Games understands what gamers—both casual and hardcore—want and need from strategy guides. Every guide features in-depth content, detailed screen captures, quick-reference tips, and professional strategy. Prima Games is also a leader in the digital strategy realm, offering interactive maps, streaming video, searchable online guides and apps, and a full website at primagames.com.

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