

East Side Games Group to Develop Star Trek-Themed Mobile Game in Partnership with ViacomCBS Consumer Products

written by Raj Shah | February 24, 2022

February 23, 2022 ([Source](#)) – East Side Games Group (TSX: [EAGR](#)) (OTC: EAGRF) (“**ESGG**” or the “**Company**”), Canada’s leading free-to-play mobile game group, announces that it has entered into a multi-year partnership with ViacomCBS Consumer Products (“**VCP**”) for the worldwide release of a *Star Trek: Lower Decks*-themed mobile game on iOS and Android.

In addition to the storylines and characters from *Star Trek: Lower Decks*, the mobile game will include characters and stories from across the franchise, reimagining them for fans through the lens of *Star Trek: Lower Decks*. The *Star Trek: Lower Decks*-themed game will be developed by East Side Games (“**ESG**”), in partnership with VCP, utilizing ESGG’s proven Game Kit-Idle technology, and will be published by ESG. Australian-based video game company Mighty Kingdom Limited (“**MK**”) will be co-developing the game alongside ESG, providing the project with MK’s franchise knowledge and development expertise. The *Star Trek: Lower Decks*-themed idle game is expected to launch worldwide in 2022.

The free-to-play mobile game will feature the *Star Trek: Lower Decks* style and humour to transport players into the *Star Trek* Universe and will feature characters and settings from across the entire *Star Trek* library. Be the first to know about

the new game by signing up [here](#).

“The *Star Trek* franchise has had an unmistakable influence on adults and children alike for over 50 years. Being able to bring such a storied franchise to mobile in our trademark idle-game style is an honour for us here at ESGG,” said Darcy Taylor, Chief Executive Officer of ESGG. “We’re looking forward to sharing this new experience in the *Star Trek* franchise with everyone from new audiences to *Star Trek* super fans. This new mobile game is another top tier IP franchise that will only add to an already exciting launch slate in 2022.”

ABOUT EAST SIDE GAMES GROUP

East Side Games Group (formerly operating under the name “LEAF Mobile Inc.”) is a leading free-to-play mobile game group, creating engaging games that produce enduring player loyalty. Our studio groups entrepreneurial culture is anchored in creativity, execution, and growth through licensing of our proprietary Game Kit software platform that enables professional game developers to greatly increase the efficiency and effectiveness of game creation in addition to organic growth through a diverse portfolio of original and licensed IP mobile games that include: *Archer: Danger Phone*, *Bud Farm Idle Tycoon*, *Cheech & Chong Bud Farm*, *The Goldbergs: Back to the 80s*, *It’s Always Sunny: The Gang Goes Mobile* and *Trailer Park Boys Greasy Money*, *RuPaul’s Drag Race Superstar* and *The Office: Somehow We Manage*.

We are headquartered in Vancouver, Canada and our games are available worldwide on the App Store and Google Play. For further information, please visit: www.eastsidegamesgroup.com and join our online communities at [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).

Additional information about the Company continues to be

available under its legal name, LEAF Mobile Inc., at www.sedar.com.

ABOUT STAR TREK: LOWER DECKS

Developed by Emmy Award winner Mike McMahan (“Rick and Morty,” “Solar Opposites”), STAR TREK: LOWER DECKS focuses on the support crew serving on one of Starfleet’s least important ships, the *U.S.S. Cerritos*, in 2380. Ensigns Mariner, Boimler, Rutherford and Tendi have to keep up with their duties and their social lives, often while the ship is being rocked by a multitude of sci-fi anomalies. The Starfleet crew residing in the “lower decks” of the *U.S.S. Cerritos*, includes Ensign Beckett Mariner, voiced by Tawny Newsome, Ensign Brad Boimler, voiced by Jack Quaid, Ensign Tendi, voiced by Noël Wells, and Ensign Rutherford, voiced by Eugene Cordero. The Starfleet characters that comprise the ship’s bridge crew include Captain Carol Freeman, voiced by Dawnn Lewis, Commander Jack Ransom, voiced by Jerry O’Connell, Doctor T’Anan, voiced by Gillian Vigman, Lt. Shaxs voiced by Fred Tatasciore, Lt. Billups voiced by Paul Scheer and Lt. Kayshon voiced by Carl Tart.

The series is produced by CBS’ Eye Animation Productions, CBS Studios’ new animation arm; Secret Hideout; and Roddenberry Entertainment. Secret Hideout’s Alex Kurtzman and Heather Kadin, Roddenberry Entertainment’s Rod Roddenberry and Trevor Roth, and Katie Krentz (219 Productions) serve as executive producers alongside creator and showrunner Mike McMahan. Aaron Baiers (Secret Hideout), who brought McMahan to the project, also serves as an executive producer. Titmouse (“Big Mouth”), the Emmy Award-winning independent animation production company, serves as the animation studio for the series.

STAR TREK: LOWER DECKS streams exclusively on Paramount+ in the

U.S. and Latin America and is distributed concurrently by ViacomCBS Global Distribution Group on Amazon Prime Video in Australia, New Zealand, Europe, Japan, India and more and in Canada, airs on Bell Media's CTV Sci-Fi Channel and streams on Crave.

ABOUT VIACOMCBS CONSUMER PRODUCTS

ViacomCBS Consumer Products (VCP) oversees all licensing and merchandising for ViacomCBS Inc. (Nasdaq: VIACA, VIAC), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, VCP's portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures and Showtime. With properties spanning animation, live-action, preschool, youth and adult, VCP is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. Additionally, VCP oversees the online direct-to-consumer business for CBS and Showtime programming merchandise, as well as standalone branded ecommerce websites for Star Trek, SpongeBob, South Park, and MTV.

ABOUT MIGHTY KINGDOM LIMITED

Mighty Kingdom delights more than 7 million players every month and designs game experiences with the world's most recognised brands such as LEGO, Disney, Mattel, Funcom, Moose Toys, Spinmaster and more, as well as developing its own original games. Our portfolio of games is crafted from our Adelaide headquarters, with a diverse team of more than 140 developers from across Australia. Led by a desire to engage and delight players, we make exceptional experiences that connect our diverse talent with millions of people around the world. We

make games with heart. We Love Fun. We want to share it with the world. We want you to be part of it.

Forward-looking Information

Certain statements in this release are forward-looking statements, which reflect the expectations of management regarding the proposed transactions described herein. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management's current views and are based on certain expectations, estimates and assumptions which may prove to be incorrect. A number of risks and uncertainties could cause our actual results to differ materially from those expressed or implied by the forward-looking statements, including factors beyond the Company's control. These forward-looking statements are made as of the date of this news release.

SOURCE East Side Games Group 

For further information: Media
Inquiries: media@eastsidegamesgroup.com +1 604 288 4417;
Investor Relations: EAGR@kincommunications.com +1 604 684 6370;
Suite 909 – 510 Burrard Street, Vancouver, BC, V6C 3A8