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HIPSTER WHALE'S MATT HALL AND ANDY SUM ANNOUNCE GRAND OPENING OF CROSSY ROAD KITCHEN PROTOTYPE

For Immediate Release

(Fort Worth, Texas, February 10, 2024) –

Matt Hall and Andy Sum, Hipster Whale co-founders and creators of the viral mobile game Crossy Road, announced today the grand opening of the first-ever Crossy Road-themed restaurant: Crossy Road Kitchen. The restaurant will open its doors on Feb. 24. and will be located at 3013 South University Drive, across from the Texas Christian University (TCU) campus.

Crossy Road was launched in 2014 and quickly became a viral gaming hit with adolescents and college students. Today, Crossy Road has more than 250 million downloads. With the continued success of the Crossy Road brand, Hall and Sum have decided to expand their brand. Crossy Road Kitchen will bring the beloved characters and playful work of Crossy Road to life in an immersive dining experience.

The brainchild and inspiration for the new restaurant was TCU's Tom Lovey. Lovey is a junior majoring in Entrepreneurship who also happens to be Hall's nephew. Lovey is president of the TCU student-run club, Crossy Road Fans, where students often refer to University Drive as a "real-life Crossy Road." With Lovey's help, Hall and Sum have been working to bring this prototype to life for two years. This location is accessible to students on and off-campus and community members, with ample parking behind the restaurant.

After a survey of the TCU student body, Hall and Sum saw a demand for healthy food options and weekend activities closer to campus. The venue will feature a menu inspired by the game, such as "Hoppy Pop" chicken skewers, "Crossy Bun" bao buns, and "Whale Over" dumplings that come in the shape of a whale. Restaurant seating will wrap around a revolving food conveyor belt simulating the quick-moving roads in the game. Guests can expect a fast-paced and innovative dining experience that captures the spirit of the game.

In addition to the innovative menu, Crossy Road Kitchen will also offer interactive experiences for guests, including all Hipster Whale arcade games (Crossy Road, Pac-Man256, and Shooty Skies), access to unlock exclusive coupons and photo opportunities with life-sized versions of the game's characters. The restaurant will also feature a merchandise counter where fans can purchase exclusive Crossy Road-themed items.

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In conjunction with the restaurant's grand opening, Hall and Sum plan to introduce a new Horned Frog character to the mobile game as a nod to its debut location near TCU. "We are incredibly excited to bring Crossy Road to life in a whole new way with the opening of Crossy Road Kitchen at Texas Christian University," said Hall. "We have a big fanbase on the TCU campus and can't wait for fans to step into the world of the game and experience it in a whole new way through food, games, and immersive experiences."

To show support to the TCU community, purple and white university colors will be incorporated into the debut location. TCU student-athletes will have the opportunity to partner with the restaurant through Name, Image, and Likeness (NIL) deals. To date, Sedona Prince, Emani Bailey, and Micha Peavy have signed deals and will display their gaming characters on the Crossy Road Kitchen's "Whale of Fame."

This wall of fame will also feature team photos, uniform numbers, and QR codes to activate student-athlete characters on the Crossy Road mobile app. The on-site arcade games will feature these new avatars, and TCU students will be able to play with their favorite campus characters. TCU students can also earn "Frog Bucks" by playing arcade games and can use this as a source of payment for meals.

Hall and Sum have made a commitment to the greater Fort Worth community by forming a partnership with the Tarrant Area Food Bank (TAFB). Julie Butner, president of TAFB, states, "We're extremely thankful to Matt and Andy for using their platform toward the greater good of the Fort Worth community." As part of their efforts, Crossy Road Kitchen will host a monthly food drive and on-site Crossy Road gaming tournament, the proceeds of which will be donated to the Tarrant Area Food Bank.

Beyond Fort Worth, Crossy Road Kitchen has discussed plans for expansion to other college campuses within the following year. Other locations will include the same menu items and Crossy Road theme but will be customized to incorporate the personality of each school. Tom Lovey said, "Hipster Whale is currently analyzing its survey data to determine the next restaurant location." Upon graduation, Lovey plans to help set up and manage new locations.

The grand opening of Crossy Road Kitchen is set to be a lively event, with special promotions, giveaways, and appearances by the game's creators, Matt Hall and Andy Sum. Hall States, "The restaurant will be open every day for lunch and dinner. We really want to cater to the palate and wallets of college students". Still, it will also be the perfect destination for other fans of Crossy Road, families, and those looking for a unique dining experience.

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