



## **ANKI RECEIVES TOYS“R”US® “VENDOR OF THE YEAR” AWARD FOR HOLIDAY HIT ANKI OVERDRIVE**

Follow Up to Award-Winning Anki DRIVE Rules Toy Aisles Once Again Bringing Toys to Life with the Power of Robotics and Artificial Intelligence

**SAN FRANCISCO -- March 10, 2016** - [Anki](#), the pioneering robotics and artificial intelligence (AI) company that is dedicated to bringing consumer robotics into everyday life, announced today that it has been selected for the Toys“R”Us® “Vendor of the Year Award.” This award is presented annually to business partners whose loyalty, commitment and dedication have helped the company become a resource for kids, families and fun.

“We are honored to be chosen to receive this prestigious award,” said Mark Bradley, Chief Revenue Officer, Anki. “Our goal is to change the future of play by blending robotics, toys and videogames to create a new category in entertainment. Toys“R”Us has been a true partner in making this vision a reality and we look forward to continuing this collaborative partnership for years to come.”

Anki launched *Anki OVERDRIVE* in September 2015 and was named one of the year’s top gifts by the *TODAY Show*, *Parents*, *Family Circle*, and *CNET*, among others. The company was most recently cited as one of *Fast Company*’s most innovative robotics companies.

*Anki OVERDRIVE* is a white-knuckle battle-racing game where players control robotic supercars via handheld mobile devices to compete against friends, family or AI commanders. The game features an innovative modular track system that allows gamers to custom build their own battlefields within seconds. The game features a rich, in-depth campaign where players challenge a diverse cast of 25+ elite commanders to become champion of the *Anki OVERDRIVE* Tournament. *Anki OVERDRIVE* is available to consumers in the U.S., U.K. and Germany.

Stay up-to-date with the latest Anki news and join the conversation on social media at <http://www.facebook.com/anki> or follow Anki on Instagram at <http://instagram.com/anki> and Twitter at [www.twitter.com/anki](http://www.twitter.com/anki) (@anki / #ankiOVERDRIVE).

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### **About Anki**

Named one of the *Top 50 Most Innovative Companies* in 2015 by Fast Company, Anki is dedicated to bringing consumer robotics into everyday life, building on decades of scientific research to make artificial intelligence accessible to everyone. Founded in 2010 by Carnegie Mellon Robotics Institute graduates, Anki creates consumer experiences using technology that was once confined to robotics labs and research institutes.

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