



ANKI APPOINTS NINTENDO COMMUNICATIONS VETERAN AS HEAD OF MARKETING IN EUROPE

Anki Expands European Team in Preparation for Anki OVERDRIVE Launch in the UK and Germany in September 2015

LONDON – JUNE 5, 2015 – [Anki](#), pioneers of entertainment robotics, today announced Shelly Pearce as Senior Marketing Director of Anki’s European marketing division. Pearce is a senior strategic marketing professional with more than 20 years of experience working on Pan-European and UK marketing and communication campaigns in entertainment, video games and technology. She brings her extensive expertise and marketing leadership to Anki as the company prepares to launch the successor to the 2014 holiday hit, *Anki DRIVE*. The company will expand to new European markets for its new product, *Anki OVERDRIVE*, with a simultaneous release in the UK, US and Germany in September 2015.

“Shelly’s extensive marketing experience with one of the great gaming companies of our time is a welcomed addition to the Anki family,” said Craig Rechenmacher, Chief Marketing Officer, Anki. “Her knowledge and expertise in the video game and toys-to-life market will help amplify the awareness for *Anki OVERDRIVE* – a product that crosses into new territory by blending toys, interactive games, robotics and artificial intelligence.”

Prior to joining Anki, Pearce served as the marketing and PR director for Nintendo UK, responsible for all marketing activities for Nintendo’s product portfolio. During her 17-year tenure at the company, she also held the position of head of European PR, leading all pan-European PR launches for their titles. At Anki, she will spearhead the marketing strategy and execution for *Anki OVERDRIVE* launch in Europe.

“Being part of such a young, innovative and creative team, I’m looking forward to this Christmas as Anki solidifies its leadership position in entertainment robotics, pushing the toy industry forward to explore how technology can deliver amazing new entertainment experiences never before possible,” added Pearce.

Following the massive success of *Anki DRIVE*, the award-winning robotic battle-racing game, *Anki OVERDRIVE* takes the groundbreaking experience in an all-new direction with state-of-the-art modular tracks, high-end car designs and innovative gameplay that pits players against elite in-game commanders. The new FlexTracks easily snap together via magnetic connectors allowing players to create their own customized battlefields within seconds. Players will face off against their friends and family on various tracks with their *Anki OVERDRIVE* Robotic Supercars - high-tech, intelligent vehicles packed with serious hardware. Built-in computers combined with visual sensors ensure players stay on track even during the most legendary battle moments.

See the *Anki OVERDRIVE* trailer here: http://youtu.be/uU_3AaTYXQM

Keep up with the latest Anki news and join the conversation at <http://www.facebook.com/anki> or follow us on Instagram at <http://instagram.com/anki> and Twitter at www.twitter.com/anki (@anki / #ankiOVERDRIVE).

About Anki

Anki is dedicated to bringing entertainment 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 once was confined to robotics labs and research institutes. Its first product, *Anki DRIVE*, is on sale in the United States, Canada and the UK.

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