Snail Games Announces Participation in the 2025 Steam Autumn Sale Lowering Cost Entry For ARK: Survival Ascended, Bellwright, and Indie Portfolio

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CULVER CITY, Calif., Sept. 26, 2025 (GLOBE NEWSWIRE) -- **Snail, Inc. (Nasdaq: SNAL) ("Snail Games" or the "Company"),** a leading global independent developer and publisher of interactive digital entertainment, announced its participation in this year's **Steam Autumn Sale,** starting from **September 29, 2025 through October 6, 2025**. By featuring flagship titles, early access projects, and indie publishing partnerships, Snail aims to leverage this event as an opportunity to showcase portfolio depth, increase visibility, and potentially broaden its player base across multiple market segments.

Featured Discounts and Content Highlights:

- **ARK: Survival Ascended – 50% Off –** Jump into the ultimate dinosaur survival adventure at 50% off and experience ARK like never before.
- **Bellwright – 20% Off –** With over 1 million Steam wishlists, Bellwright remains in early access and may benefit from the visibility generated through seasonal events during its path to 1.0.
- **West Hunt – 50% Off –** A social deduction party game that has developed its audience through visibility among multiplayer and streaming communities.
- **Survivor Mercs – 38% Off –** An early access roguelite extraction shooter, where Snail anticipates that additional exposure during the sale may support community growth in advance of its 1.0 release.
- **Robots at Midnight – 30% Off –** Designed as an accessible entry point into soulslike gameplay, the title combines immersive exploration, fast-paced combat, and a striking retro-futuristic setting.
- **Zombie Rollerz: The Last Ship – 19% Off –** Stands out in the crowded roguelite and bullet heaven space by fusing tower defense strategy with bullet-dodging chaos, bringing a fresh twist to genre conventions through hybrid innovation.

Snail views seasonal promotions as a key element of its broader publishing strategy. During the recent Annual Steam Publisher Sale Event in June, significant discounts on many of its titles helped drive in-game engagement and sustained momentum throughout the month. Following the sale, *ARK: Survival Evolved* experienced a notable resurgence in both player engagement and sales, with over 3.8x total units sold, average daily sales increasing by 3,022% compared to prior months in 2025 and concurrent players peaking at 65,885 during the recent Steam Publisher Sale. These seasonal promotional events are designed to lower barriers to entry, making it easier for new players to explore established franchises while also drawing attention to early access projects still in active development. By participating in the Steam Autumn Sale, the Company aims to continue driving engagement for its established games while increasing exposure for indie and up-and-coming titles. This multifaceted approach has the potential to both diversify Snail's player base and strengthen long-term engagement across its portfolio.

For creators interested in collaborative opportunities please reach out to creatordirect@noiz.gg

About Snail, Inc.
Snail, Inc. (Nasdaq: SNAL) is a leading, global independent developer and publisher of interactive digital entertainment for consumers around the world, with a premier portfolio of premium games designed for use on a variety of platforms, including consoles, PCs, and mobile devices. For more information, please visit: https://snail.com/.

Forward-Looking Statements

This press release contains statements that constitute forward-looking statements. Many of the forward-looking statements contained in this press release can be identified by the use of forward-looking words such as "anticipate," "believe," "could," "expect," "should," "plan," "intend," "may," "predict," "continue," "estimate" and "potential," or the negative of these terms or other similar expressions. Forward-looking statements appear in a number of places in this press release and in our public filings with the SEC and include, but are not limited to, statements regarding the possibility that these seasonal promotions will reduce barriers to entry and our multifaceted approach has the potential to both diversify Snail's player base and strengthen long-term engagement across out portfolio. You should carefully consider the risks and uncertainties described in the "Risk Factors" section of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2024, which was filed by the Company with the SEC on March 26, 2025 and other documents filed by the Company from time to time with the SEC, including the Company's Forms 10-Q filed with the SEC. The Company does not undertake or accept any obligation to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.

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