

Industry Veteran Greg Street Launches Fantastic Pixel Castle, a New NetEase Games Global Studio Building “Ghost”, a AAA MMO

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Studio leaders will share more about the new studio and Ghost during a live-streamed AMA on November 8 at 2pm ET [7pm UTC] at <https://www.twitch.tv/fantasticpixelcastle>

Guangzhou, China and Austin, Texas, November 2, 2023 – NetEase Games, alongside award-winning game developer Greg Street, announced today the formation of Fantastic Pixel Castle and the start of development for the team’s first game, a AAA MMO codenamed Ghost, which is set in a new fantasy universe. Street formerly served as lead systems designer at Blizzard Entertainment for World of Warcraft and was most recently the executive producer on the League of Legends MMO at Riot Games. Street is joined by a founding team with a passion for the MMO genre and decades of experience working on massively successful games including World of Warcraft, League of Legends, Guild Wars 2, Fortnite, Overwatch, and Valorant.

Fantastic Pixel Castle is embracing a remote-first structure and will be actively seeking talent and hiring qualified candidates. The studio will provide each individual the autonomy and support needed to bring Ghost to life.

"With Fantastic Pixel Castle and Ghost, we want to demonstrate our commitment to open communication and development in front of players," said Greg Street, studio head of Fantastic Pixel Castle. "MMOs are arguably one of the most challenging genres of games to make, but we have some big advantages. We are a fully remote studio, allowing us to hire the best game developers, and we plan to stay small, so that we can iterate on our design quickly. We also want to show the game early and often to the community and make sure we are on the right track to incorporate constant feedback. This is possible because NetEase Games is a strategic partner that understands our vision, and gives us the creative autonomy, resources and support to be successful."

"Fantastic Pixel Castle is bringing some of the best MMO talent available to NetEase Games to develop this original fantasy IP, and they will have our full support to make this vision a reality," says Simon Zhu, president of global investments and partnerships at NetEase Games.

Players, developers, and members of the media interested in learning more about Fantastic Pixel Castle can do so at www.fantasticpixelcastle.com. And, following one of the studio’s core values of partnering with players, the Fantastic Pixel Castle founding team will host a live introduction to the studio and Ghost, and will be answering questions from the community on November 8 at <https://www.twitch.tv/fantasticpixelcastle>.

About Fantastic Pixel Castle

Fantastic Pixel Castle is a AAA first-party development studio that is part of NetEase Games. The studio is working towards creating an all-new and immersive fantasy MMO, purpose built for those that love the genre. A fully remote studio, Fantastic Pixel Castle is led by industry veteran Greg Street, an experienced creative design leader who led development on massively successful games including World of Warcraft and League of Legends. Follow the studio on X/Twitter, LinkedIn, YouTube, and Twitch.

About NetEase Games

NetEase Games, the online games division of NetEase, Inc. (NASDAQ: NTES and HKEX: 9999), is a leading global developer and publisher of video game IP across a variety of genres and platforms. NetEase Games' development and publishing slate include titles such as Harry Potter: Magic Awakened, Knives Out, and Naraka: Bladepoint, and partnerships with major entertainment brands such as Warner Bros and Mojang AB (a Microsoft subsidiary). NetEase Games also supports the growth and development of its innovative global studios in Canada, Europe, Japan and the United States. For more information, please visit <https://www.neteasegames.com/>