

Zynga adding more ways to play games as IPO looms

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Zynga CEO Mark Pincus speaks at a Zynga event Tuesday, Oct. 11, 2011, in San Francisco. (AP Photo/Jeff Chiu)

(AP) -- Zynga is adding more ways for people to play its Web games as it grooms its business for an initial public offering of stock.

The expansion announced Tuesday will enable Zynga's 232 million users worldwide to play games such as [CityVille](#) and Mafia Wars on the company's own website instead of only on Facebook and other [social networking](#) services.

Zynga also announced several new games, including CastleVille and Bingo.

The moves come as Zynga prepares to raise up to \$1 billion in an IPO

expected to be completed by year's end. The appetite for Zynga's IPO has been fed by its connections to Facebook and the online hangout's audience of 800 million users.

Zynga earned \$18 million on revenue of \$522 million during the first half of this year.

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