



February 14, 2016

King brings the moves to the biggest stage in music

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LOS ANGELES – 14 FEBURARY 2016: King Digital Entertainment plc (NYSE: KING), a leading interactive entertainment company for the mobile world, celebrates the launch of Candy Crush Jelly Saga – the next instalment in the Candy Crush Franchise – by bringing the game to life on a one-of-a-kind interactive “jelly” dance floor at the Primary Wave pre-Grammy party.

Grammy Award-winning singer-songwriter, Ciara, famous for a host of signature dance moves, joined the party to help spread the excitement (as well as the jelly) as MC of the evening. She encouraged party-goers to master their own Jellylicious dance moves on the highly responsive interactive LED ‘jelly’ dance floor that tracks the movements of dancers and reacts in real time.

Using state-of-the-art technology to bring the game to life and surrounded by a candy jelly-like exterior, the 20 feet by 20 feet dance floor swaps tiles and moves candies like in the game, mimicking colors, graphics and special effects. In an ode to the new “Jelly Mode” feature in Candy Crush Jelly Saga, movement sensors in the floor respond to a dancer’s energy in the form of jelly spread across the floor, triggering explosions, shockwaves, stars, and glow effect.

A troop of professional dancers demonstrated the full capability of the dance floor and all-new competitive “Jelly Boss Mode” in the game with a specially choreographed Jellytastic dance-off to the beat of Bootylicious by Destiny’s Child. As the dancers moved across the floor to see who really “had the moves” they spread the dance floor jelly in sweeping jelly-ripples and switched candies in dynamic color bursts.

“There’s no better place to jiggle and wiggle than on a first of its kind interactive Candy Crush Jelly Saga dance floor!” said, Grammy Award Winning singer-songwriter and dancer, Ciara “The Grammy’s have the beat and we’re bringing the moves this year with this jelly inspired dance-off; it’s the perfect setting to bring the competitive play of this new game to life!”

Hosted at the London Hotel in Los Angeles, this year, King joined Primary Wave to add candy flare on Valentine’s Day, filling the room with sweet surprises including candy-themed edibles and cocktails, elaborate jelly model displays and the highlight – a center stage/dance floor that doubled as the first-ever life-size Candy Crush Jelly Saga game board. With elements fit for the Jelly Queen herself, the star-studded, Candy Crush-themed event transported party-goers into the delightfully sweet Candy Kingdom.

Candy Crush Jelly Saga is available to download for free from the Apple App Store, Google Play Store and the Windows Store. This colorful new sister title adds an additional layer of creative and strategic thinking to the Candy World, with exciting new features including “Jelly” and “Jelly Boss” gameplay modes. In “Jelly Mode,” players must match candies in jelly in order to make it spread and win the level. As players perfect their delightful moves throughout the journey, the Jelly Queen and her minions will test those moves in “Jelly Boss Mode” along the way. While in competitive play against the Jelly Queen, players will take turns against her and whoever spreads the most jelly by matching candies will win the level.

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About King

King Digital Entertainment plc (NYSE: KING) is a leading interactive entertainment company for the mobile world. It had a network of 330 million monthly unique users as of third quarter 2015, has developed more than 200 exclusive games, and offers games in over 200 countries and regions through its king.com and royalgames.com websites, Facebook, and mobile distribution platforms such as the Apple App Store, Google Play Store and Amazon Appstore. King has game studios in Stockholm, Malmö, London, Barcelona, Berlin, Singapore, and Seattle, along with offices in San Francisco, Malta, Seoul, Tokyo, Shanghai and Bucharest.

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