



July 5, 2017

## **READY, SET, SWIPE! Candy Crush launches a series of sweet live in-game events to run alongside new CBS TV show**

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NEW YORK: With CANDY CRUSH set to make its debut as a live action television game show this summer on CBS, King, a leading interactive entertainment company for the mobile world and the creator of the hit mobile game, today announces it will launch a series of in-game live events across the franchise that will emulate the challenges contestants face in the CANDY CRUSH game show arena.

What's more, Mario Lopez, host of the new CBS show which airs weekly from 9th July, will be transformed into a 'Candified' in-game show host in Candy Crush Saga, setting players a series of challenges to complete each week for their chance to win exclusive in-game rewards.

"The Candy Crush games continue to be loved and played by millions around the world every day on their mobiles, and it's incredible now to be breaking out into other areas of entertainment," said Sebastian Knutsson, Chief Creative Officer at King and Executive Producer of the CANDY CRUSH TV show. "It's hugely exciting to see the Candy Crush mobile game adapted into a live action television game show and, what's more, for the first time we've been able to blend the fun and action seen on the small screen with brand new in-game challenges. These special events in the Candy Crush app will be the perfect companion when you're tuned into the game show fun."

How to play:

Available to players on iOS, Google Android, Windows and Amazon, the series of live in-game Candy Crush events will be running every weekend for the duration of the 10-week television show, starting on 7th July – just look out for the TV widget in-game.

- Candy Crush Saga: Each week, players will be set four mini-challenges to complete, imitating the four King-sized challenges contestants will face in the TV Show e.g. collect 60 red candies. As players complete each mini-challenge, they can claim a prize. If players complete all four challenges, they'll receive a treasure chest full of rewards.
- Candy Crush Soda Saga: Each week, players choose between four teams – these will feature the show's contestants from that week. Each team is then set a target e.g. to collect as many green candies as possible. Players continue with the game as normal, while an in-game tracker keeps track of how they're doing. The winning team can then pick between a range of different prizes.
- Candy Crush Jelly Saga: In a set amount of time, players will be faced with a single challenge; collect as many cupcakes as you can! If players reach the goal within the time limit, they are rewarded with a gift.

The launch of the CANDY CRUSH television show illustrates just how far the franchise has come since Candy Crush Saga burst onto the scene in 2012. Since then, more than a trillion game rounds have been played\*, and with billions of game rounds being played every month across the Candy Crush franchise, the game remains one of the most downloaded apps in the world and has earned itself a firm position in the cultural zeitgeist.

Each week, the CANDY CRUSH television show will see four teams of two battle it out in the Candy Crush arena and compete on a supersized, interactive game boards. In what will be a divine test of skill and agility, players will use their entire bodies to swing, slide and swipe to match candies. The top two scoring teams of the night progress to the ultimate candy clash, with the chance to win a tasty \$100,000. The first team to score 50 matches wins.

Follow the show and join the conversation this summer with #LevelUp.

ENDS

\*King data for Candy Crush Saga as of September 2016

## About King

King is a leading interactive entertainment company for the mobile world. It had 342 million monthly active users as of first quarter 2017 across web, social and mobile platforms, and has developed more than 200 exclusive games that are enjoyed all around the world through its king.com and royalgames.com websites, Facebook, and mobile distribution platforms such as the Apple App Store, Google Play Store, Microsoft Windows App Store and Amazon Appstore. King was acquired by Activision Blizzard (NASDAQ: ATVI) in February 2016. King has game studios in Stockholm, Malmö, London, Barcelona, Berlin and Seattle, along with offices in San Francisco, New York, Los Angeles, Chicago, Malta, Tokyo, and Bucharest.

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