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Bubble Witch 3 Saga Launches Worldwide on Mobile

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NEW YORK, LONDON – 11 January 2016: King, a leading interactive entertainment company for the mobile world, today announces the launch of Bubble Witch 3 Saga, the third instalment in the popular Bubble Witch game franchise. This latest title from King transports players to a magical, bubble-filled wonderland, where they'll enjoy a host of new game modes, features and bubble-shooting challenges.

Available to download for free from the Apple App Store, Google Play, Amazon Appstore and Facebook, Bubble Witch 3 Saga rejoins key characters Stella, the fearless and powerful witch with attitude, and Wilbur, the lazy fat cat empowered with dark magic. The new game sees them embark on a spellbinding adventure as they battle against each other to take control of the enchanted lands of Witch Country.

Players will need to help an older and wiser Stella overcome Wilbur, who is possessed by an evil spell and has captured the fairy queen. To break the curse and defeat the feline who always lands on his feet, players must keep their wits about them and shoot their way through the game to solve a variety of bubble puzzles.

New game elements include Stella's House, where players can help rebuild her home by filling their star bar and collecting Star Dust, which in turn allows them to customise and upgrade her house. Players can also enjoy a selection of new bubbles and boosters, an improved 'aiming line' feature which enables greater precision when shooting, and a range of special game modes, including:

Wilbur mode: To defeat Wilbur's magic shield in this unique 'boss level', players are required to shoot bubbles to release trapped fairies who can then diminish Wilbur's shield energy
Collection mode: Players must clear all the bubbles they can from the board to complete the level
Ghost mode: Using boosters, and avoiding blocker bubbles, players will need to shoot as many bubbles as possible, clearing a path that allows the ghost to get to the top of the board so he can be reunited with his friends
Collect the Owls mode: Players must free the owls trapped in bubbles throughout the game board

"We're excited to be launching Bubble Witch 3 Saga today", said Juan Perez, Producer on Bubble Witch 3 Saga at King. "With this third instalment in the Bubble Witch franchise, we set out to enhance the player experience even further by evolving the narrative, improving the quality of the graphics and creating fun and innovative new gameplay features. In particular, we think players will enjoy the new 'aiming line' which offers more precision and accuracy, and for the first time you can now customise and rebuild Stella's House. We hope people enjoy the wide variety of fresh and exciting challenges that lie ahead of them in this magical new game."

As of today, Bubble Witch sharpshooters can blast their way through the 220 bubbletastic levels that are now available. To learn more about Bubble Witch Saga 3 visit Bubblewitch3saga.com.

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KING

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About King

King is a leading interactive entertainment company for the mobile world. It had 394 million monthly active users as of third quarter 2016 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, Malta, Seoul, Tokyo, Shanghai and Bucharest.

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