



## The Crush is On! Khloé Kardashian To Host First Ever Candy Crush All Stars U.S. Tournament, Launching September 23

September 20, 2021

*Everyone can play, and anyone can win! Four-Week Tournament Welcomes Players Across the U.S. to Crush the Competition and Be Crowned the Nation's No.1 Crusher, winning a years' supply of Gold Bars*

NEW YORK--(BUSINESS WIRE)--Sep. 20, 2021-- Today, King, a leading interactive entertainment company for the mobile world, announced Candy Crush All Stars U.S., a brand new tournament in *Candy Crush Saga* hosted by Khloé Kardashian that will see players across the U.S. compete against one another to be crowned the ultimate Candy Crush All Star. The first-of-its-kind in-game competition kicks off on September 23 and will be open to any *Candy Crush Saga* player in the United States.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210920005238/en/>



While *Candy Crush Saga* is known to be the sweetest game out there, with this tournament it is time to get serious! Anyone who has passed Level 25 in the *Candy Crush Saga* app can enter, and from the very first swipe, players will be unleashed in a contest against the nation's Crushers that will bring out competitive spirits like never before. As tournament host, Khloé Kardashian will be showcasing her competitive side and hyping up players from across the country to do the same. A longtime fan of the game, throughout the tournament she will invite celebrity friends to join in on the fun. Watch a video of Kardashian announcing the competition [here](#).

"I love competition, and I'm a fan of the game, so hosting this tournament is super fun for me," said Kardashian. "Anyone who knows me knows that I think I'm the most competitive in my family, and it's no different when it comes to *Candy Crush*. This game has always provided an outlet for me to release my inner competitor. The All-Stars tournament offers the perfect opportunity to take my crushing skills to the next level. I wish the best of luck to

Khloé Kardashian To Host First Ever Candy Crush All Stars U.S. Tournament, Starting September 23  
(Photo: Business Wire)

everyone playing and look forward to crowning the first-ever Candy Crush All Star! For now, get those fingers warmed up and get practicing!"

Since 2012, *Candy Crush Saga* has become a global phenomenon, attracting hundreds of millions of players from around the world and maintaining its status as one of the most played mobile games year in and year out. Now, King is inviting players to put their skills to the test and crush the competition across the country in the hopes of being crowned the nation's No.1 Crusher! The tournament kicks off on September 23 at 8 a.m. EDT. It is free to play and can be accessed by all who have passed Level 25 in the *Candy Crush Saga* app. The Qualifier Rounds take place from September 23 to October 7, but if you don't qualify, don't get sour yet! Players will have a last chance to qualify in two Wild Card Rounds. Once qualified, only the strongest Crushers will progress throughout the Quarter Finals, Semi-Final and the digital Final in November, where Khloé Kardashian will help crown America's first Candy Crush All Star and award them a years' supply of gold bars!

"For almost 10 years, *Candy Crush Saga* has been one of the most popular mobile games across the world, having been downloaded over three billion times," said Todd Green, Head of Candy Crush Saga. "Now, players all over the country who have prided themselves on being the best can lay it on the line and face off. We're excited to let the games begin and look forward to seeing who is truly worthy of being named the nation's No.1 Crusher."

*Candy Crush Saga* is available to download and play for free on iOS and Android. More information is available at <http://www.candycrushsaga.com>.

### About King

King is a leading interactive entertainment company for the mobile world. It had 255 million monthly active users as of second quarter 2021 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, 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 and Berlin, along with offices in San Francisco, Los Angeles, New York, Chicago and Malta.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves King's expectations, plans, intentions or strategies regarding the future, including statements about the availability, features and functionality of *Candy Crush All Stars*, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause King's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to King and Activision Blizzard as of the date of this release, and neither King nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of King or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual result to differ materially from current expectations.

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