

## **Dream Theatre bags licensing deal for Candy Crush in India**

Mumbai xx February 2014: Now, India's love of Candy Crush Saga will be just as sweet and a little more chic! Dream Theatre Pvt. Ltd., one of the pioneering brand management and licensing agencies in India, has secured licensing and merchandising rights for Candy Crush Saga in India, the cross-platform game created by King Digital Entertainment, a leading interactive entertainment company for the mobile world.

Candy Crush Saga is a match three-puzzle game that was launched in 2012 for Facebook, and later as a mobile app for smart phones. While it has remained one of the top grossing games in the chart, it's recently launched sister title Candy Crush Soda Saga is also hugely popular. Together, they draw around 91 million players every day\*. In order to leverage it's unmatched following, Dream Theatre will help King to build its licensing programme for the emerging market of South Asia. It will build a varied portfolio of designer apparel, accessories, handbags, shoes and home furnishings.

Talking about the partnership, Jiggy George, Founder & CEO, Dream Theatre Pvt. Ltd., said, "The Candy Crush phenomenon has captured the imagination of people worldwide, and has a significant audience in India. As licensing content from the digital world is an expanding trend, we are very excited to work with King to help it to build its licensing business for Candy Crush in India. Our rollout will aim to leverage the infectious energy of this brand as we take it out of the gaming arena into homes of fans."

**ClaesKalborg, Licensing Guru, King Digital Entertainment,** added, "*We continue to grow our licensing network across the globe and are pleased to announce we'll be working alongside top licensing agents like Dream Theatre. We're confident that their strong relationships within India, combined with the fun and colourful design elements of the Candy Crush brand, will translate into an offering of consumer products that our players will love.*"

Dream Theatre is collaborating with and seeking licensees across categories like young adult apparel, gadget accessories, fashion accessories, candy, gifts & novelties. The products will be rolled out in 2015.

*\*Daily Active Users of Candy Crush Franchise (Candy Crush Saga and Candy Crush Soda Saga combined) as of Q4 2014.*

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### **About Dream Theatre Pvt. Ltd.**

Dream Theatre Pvt. Ltd is a Brand management company that builds, represents and distributes iconic Entertainment, Sports and Fashion brands in South Asia.

Dream Theatre owns brands like Beebop and Joshua Tree.

On the Entertainment space, they represent: Rovio for Angry Birds, DreamWorks Animation, Discovery, Krrish 3, Pokemon and , and World Wrestling Entertainment.

On the Sports space they represent: AC Milan, Arsenal, FIFA World Cup Brasil and Real Madrid FC

On the Fashion and Lifestyle space they represent: Sanrio (Hello Kitty and Mr.Men and Little Miss), Times of India and Von Dutch.

### **About King Digital Entertainment PLC**

King Digital Entertainment PLC (NYSE: KING) is a leading interactive entertainment company for the mobile world. It has a network of 356 million monthly unique users as of fourth quarter 2014, and offers more than 195 exclusive 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, Bucharest, Malmo, London, Barcelona, Berlin and Singapore along with offices in San Francisco, Malta, Seoul, Tokyo and Shanghai.

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