**PLARIUM PARTNERS WITH TWENTIETH CENTURY FOX TO BRING ACCLAIMED *RIO*™ FRANCHISE TO MOBILE GAMING**  
   
*The Animated Franchise Will Get Its Own Genre-Bending AAA Mobile Game on iOS and Android*

**TEL AVIV, ISRAEL – February 15, 2017 –** Plarium, a developer of mobile, social, and web-based games with over 250 million users, today announced a partnership with Twentieth Century Fox to bring the Academy Award-nominated *Rio* franchise to fans worldwide on Android and iOS mobile devices with *Rio: Match 3 Party*.

Releasing this spring, the game features a creative mix of match-3 puzzles, mini-games, and character collection to create a fun and exciting *Rio* experience for players of all ages. The game will also feature fan-favorite characters from the film including Blu, Nico, Jewel, Roberto, Gabi, Luiz, Pedro, Rafael, Bia, and more.

"Blu is back," said Rick Phillips, EVP of Fox Interactive. "We're excited to embark on this new *Rio* adventure with our trusted partners at Plarium. This new game promises to create a fun twist on puzzle games with the vivid colors and characters of *Rio*."

*Rio* (2011)and *Rio 2* (2014)feature a star-studded cast lead by voice work from Jesse Eisenberg (*Social Network, Batman v. Superman*)that follows the adventures of Blu, a rare Blue Spix’s Macaw, as he makes his way through Rio de Janeiro, and the jungles of the Amazon. The new *Rio* mobile game will allow fans to play through these beautiful and iconic locations.

“Through our partnership with Fox, we’re bringing a beloved animated franchise to all the fans around the globe in a completely new and compelling way,” said Avi Shalel, CEO at Plarium. “The gamewill offer a true AAA mobile game experience that will push the limits of visual fidelity, while emphasizing the authenticity of the characters that made *Rio* a hit in the first place.”  
   
This is the second partnership between Plarium and Twentieth Century Fox. For more information on *Rio: Match 3 Party* as it develops, please visit: http://plarium.com/.

**About Plarium:**

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 250 million registered users, we're proud to be consistently ranked among Facebook’s top hardcore game developers. Plarium employs more than 1000 individuals and is headquartered in Israel with eight offices and development studios across Europe and the United States. Our hardcore mobile and social games are available on all major social networks, including Facebook, Vkontakte, Odnoklassniki and Mail.ru, as well as web browsers, iOS and Android.

**About Fox Interactive:**

Fox Interactive, a division of the newly-formed FoxNext group, produces award-winning games and apps based on Twentieth Century Fox’s globally-recognized film and television properties. Fox Interactive’s products bring triple-A quality and enjoyment to millions of players every day with games including ALIEN™ ISOLATION, ANGRY BIRDS™ RIO, THE SIMPSONS™ TAPPED OUT, FAMILY GUY: THE QUEST FOR STUFF, FUTURAMA: GAME OF DRONES, SUGAR SMASH: THE BOOK OF LIFE and many more.

|  |  |
| --- | --- |
| **Media Contacts:**  Plarium  Deanna Dweck  Phone: +972 9 9540211 ext. 116  Email: [deanna@plarium.com](mailto:deanna@plarium.com) | Fusion PR for Plarium  Ross Blume  Phone: +1-310-481-1431 ext. 18  Email: [ross.blume@fusionpr.com](mailto:ross.blume@fusionpr.com) |