

**ROVIO ENTERTAINMENT AND YOUTUBE TEAM UP
TO LAUNCH NEW EPISODES OF
ANGRY BIRDS BLUES SERIES ON SEPTEMBER 14TH WORLDWIDE**

YouTube Episodes Follow on the Heels of Recently Released *Angry Birds Match* Game

**Company to Explore Licensing Partnerships Including the Popular Hatchlings for
September 2019 *Angry Birds* Movie at Upcoming Brand Licensing Europe (BLE)**

ESPOO, FINLAND September 11, 2017 – Following the success of its newest game, *Angry Birds Match*, Rovio Entertainment is premiering new episodes of the animated series *Angry Birds Blues* on YouTube and YouTube Kids beginning September 14, 2017. The upcoming episodes of *Angry Birds Blues* series follows the antics of Jay, Jim and Jake, the adorable blue bird triplets known as The Blues, and their zany adventures with one another and sometimes, the Hatchlings. The episodes will be released simultaneously in the US and territories around the globe.

“The YouTube audience allows us the opportunity to really broaden the Angry Birds universe,” said Joe Lawson, Head of Content Licensing, Rovio Entertainment. “With *Angry Birds Blues*, we can now provide original content that further connects our fans with these Angry Birds characters originally introduced in our games and last year’s movie.”

Episodes of *Angry Birds Blues* will debut twice per week on YouTube and YouTube Kids. YouTube Kids, an app developed in 2015, was created specifically for kids to enjoy the content they love while giving their parents peace of mind. Last year’s movie breakout characters, The Hatchlings, continue to grow in popularity as they are featured in the new *Angry Birds Match* game, animation series, *Angry Birds Blues*, and the upcoming 2019 movie sequel.

With the launch of the *Angry Birds Blues* series on YouTube Kids and the summer releases of the mobile games, *Angry Birds Match* and *Angry Birds Evolution*, Rovio Entertainment anticipates a strong reception from the licensing community at this year’s Brand Licensing Europe, which will take place in Olympia London on October 10th-12th.

“With exposure on YouTube Kids, our continued success with our mobile games and the interest in our upcoming movie in 2019, the sequel to the original 2016 film, the consumer products group is anticipating continued growth,” said Rovio Entertainment Head of Brand Licensing, Simo Hämäläinen.

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd., based in Espoo, Finland, is the creator of Angry Birds, the casual mobile game that changed an industry and became an international phenomenon. Today Angry Birds is not only the most downloaded series of games of all time, it is a renowned entertainment brand that has branched out into animation, licensing and more. The Angry Birds Movie was released in May 2016. www.rovio.com

About YouTube Kids

The [YouTube Kids app](#) is the first Google product built from the ground up with kids in mind. The App makes it easier for children to find videos on topics they want to explore and is available for free on Google Play and the App store. YouTube Kids continues to put parents in the driver's seat with [additional parental controls](#) that allow parents to choose what is right for their family.

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