

Zynga Logo

Harry Potter: Puzzles & Spells Welcomes Winter Holidays with Christmas-themed Collection Event, New Magical Creature and Social Surprises Throughout December

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Zayn Malik Shows Signature Style with Special Avatar and Message for Harry Potter: Puzzles & Spells Fans

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 22, 2020-- [Zynga Inc.](#) (Nasdaq: ZNGA):

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Harry Potter: Puzzles & Spells Welcomes Winter Holidays with Christmas-themed Collection Event, New Magical Creature and Social Surprises Throughout December (Graphic: Business Wire)

year. Malik has shared artwork of his in-game avatar on his own social channels in December, with an invitation for his fans and fellow gamers to share images of their own.

Additionally, as the calendar arrives at Christmas Eve, players can also visit the *Harry Potter: Puzzles & Spells* social channels for more surprises and holiday cheer during the last week of the year.

QUOTES:

"I really enjoyed working with the Zynga team coming up with new elements to the avatar creator," said Zayn Malik. "I feel like seeing the animated version of myself in the game made it way more fun and with these new customizations that are coming soon, all players will have the opportunity to feel more connected to the game and make their character look more like themselves!"

"As any fan of the Harry Potter books and films knows, Christmas at Hogwarts is a very special time," said Yaron Leyvand, Senior Vice President of Games at Zynga. "For the first winter holiday for *Harry Potter: Puzzles & Spells*, we wanted to treat players to a range of new content and seasonal rewards, released throughout December. We're excited to celebrate the season with players and also have many more magical Match-3 events and activities in store for next year."

BACKGROUND:

In *Harry Potter: Puzzles & Spells*, players enter a Match-3 adventure brimming with the spells, humour, colour and characters of the *Harry Potter* series. Featuring the soundtrack and voiceover recordings from the original *Harry Potter* films, fans follow an authentic, mobile retelling of Harry's

WHO:

[Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, announced that winter holiday celebrations are rolling out in its recently released mobile game *Harry Potter: Puzzles & Spells*. Officially licensed from Warner Bros. Games and published under the Portkey Games label, players of the game will be treated to a series of seasonal festivities throughout December, ranging from special limited-time collection events to a host of holiday decor and surprises.

WHAT:

In the game, players can collect cards to complete the new, limited-time 'Christmas in the Wizarding World' album to earn a mythical Unicorn as their companion magical creature. Later in the month, holiday decor and weather will turn Hogwarts into a wintry, wizarding wonderland as players encounter falling snowflakes on their gameboard that can be collected to earn rewards. Bringing a bang to the festivities, brightly colored 'Wizard Cracker' boosts will drop into the puzzles unexpectedly, giving players the gift of an extra gem-clearing blast as they complete puzzles in this magical Match-3 game.

Bringing style to the season, international artist and known Harry Potter fan Zayn Malik has worked closely with the Zynga team to create new customization elements for the magical Match-3 title. To replicate more life-like features for his avatar in *Harry Potter: Puzzles & Spells*, Zayn worked to create new eyebrow, earring, beard and eye customizations that will be available in-game to all players in the new

journey through the wizarding world. Earning spells and special boosts as they advance, players solve Match-3 puzzles populated with hopping Chocolate Frogs, fluttering Winged Keys, battling wizard chess pieces and other unexpected obstacles and objects. In the spirit of camaraderie and friendly competition at Hogwarts, players can join or form clubs with other fans to socialise, collaborate on puzzle strategies, share lives and vie for prizes in exclusive Club Events.

Harry Potter: Puzzles & Spells is playable on iOS and Android devices worldwide, as well as on Amazon Kindle and Facebook. For more information and to connect with other fans, follow us on [Facebook](#), [Instagram](#) and [Twitter](#), and visit the game's website at www.harrypotterpuzzlesandspells.com.

SUPPORTING ASSETS:

Supporting visual assets available at: <https://bit.ly/HPPSHoliday>

About Zynga

Zynga is a global leader in interactive entertainment with a mission to connect the world through games. To date, more than one billion people have played Zynga's franchises including *CSR Racing*[™], *Empires & Puzzles*[™], *Merge Dragons*[™], *Merge Magic*[™], *Toon Blast*[™], *Toy Blast*[™], *Words With Friends*[™] and *Zynga Poker*[™]. Zynga's games are available in more than 150 countries and are playable across social platforms and mobile devices worldwide. Founded in 2007, the company is headquartered in San Francisco with locations in the U.S., Canada, U.K., Ireland, India, Turkey and Finland. For more information, visit www.zynga.com or follow Zynga on [Twitter](#), [Instagram](#), [Facebook](#) or the [Zynga blog](#).

About Warner Bros. Games

Warner Bros. Games, a division of Warner Bros. Home Entertainment, Inc., is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles. Additional information about Warner Bros. Games can be found at <https://www.wbgames.com/>.

About Portkey Games

Portkey Games, from Warner Bros. Interactive Entertainment, is the games label dedicated to creating new Wizarding World mobile and videogame experiences that place the player at the center of their own adventure, inspired by J.K. Rowling's original stories. Portkey Games offers players the opportunity to make their own narrative choices and engage with the Wizarding World setting to create new and unique experiences. The label was created to bring gamers and fans new gaming experiences that allow them to delve into the magic of the Wizarding World in immersive ways where they can define their own Wizarding World story.

Forward Looking Statements

This press release contains forward-looking statements relating to, among other things, gameplay details, game features, and a limited-time holiday event and the expectation of additional events and features in 2021 in *Harry Potter: Puzzles & Spells*. Forward-looking statements often include words such as "outlook," "projected," "planned," "intends," "will," "anticipate," "believe," "target," "expect," and statements in the future tense are generally forward-looking. The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties and assumptions. Undue reliance should not be placed on such forward-looking statements, which are based on information available to us on the date hereof. We assume no obligation to update such statements. More information about these risks, uncertainties, and assumptions is or will be described in greater detail in our public filings with the Securities and Exchange Commission (the "SEC"), copies of which may be obtained by visiting our Investor Relations website at <http://investor.zynga.com> or the SEC's website at www.sec.gov.

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