

Zynga Logo

Zynga's Magical Match-3 Mobile Game Harry Potter: Puzzles & Spells Invites Players to Join Together for New In-Game Event Series, Club Challenge

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Special Recurring Event Summons Clubmates to New, Interactive Map, Where Players Can Team Up to Overcome Dangers and Uncover Rare Magical Artefacts

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 10, 2021-- Today, [Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, announced that its magical Match-3 mobile game, *Harry Potter: Puzzles & Spells*, has launched the first-ever Club Challenge in-game event. Available now to players worldwide, this first recurring limited-time event series dares player Clubs to enter the Forbidden Forest to navigate, explore and overcome a new interactive map brimming with hidden obstacles, special encounters and rewards.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210810005020/en/>



Magical Match-3 mobile game, *Harry Potter: Puzzles & Spells*, releases 'Club Challenge' event in-game. (Graphic: Business Wire)

President, Games at Zynga. "The Club Challenge event introduces a blend of excitement, mystery and friendship that is core to the *Harry Potter* series and allows players to connect and collaborate with Clubmates in more meaningful ways."

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 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 for 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.

For supporting assets visit: https://bit.ly/HPPS_ClubChallenge

Unlocking at player level 55, Club Challenge introduces a new, separate interactive path to the game's solo journey, offering an exclusive and independent points, rewards and 'lives' system in each of its events. Spanning up to three weeks at a time, each Club Challenge event will transport players to a unique, interactive map location, marked with puzzles to tackle to continue their progress. Earning points for each puzzle they complete, players will receive three daily 'lives' specific to the Club Challenge feature within *Harry Potter: Puzzles & Spells*. As Clubmates collaborate to navigate the maze-like map, they will encounter both pitfalls and rewards as they earn points and work together to contribute to their Club's league ranking.

For the inaugural Club Challenge event, players will leave the safety of Hogwarts and enter the mysterious, and often dangerous, Forbidden Forest. As Clubmates explore the mythical forest, they'll uncover rare but revered Artefacts from the wizarding world, like the coveted House Cup or the Sword of Gryffindor, to gain access to the final puzzle. In the final showdown, players must team up to defeat some of the most ferocious creatures found in the forest, including the Mountain Troll and Hungarian Horntail, or Ron's most loathsome foe, Aragog.

"With elements of social collaboration, strategy, and magical gameplay complete with iconic spells and Chocolate Frogs, *Harry Potter: Puzzles & Spells* offers a robust Match-3 experience unlike any other," said Yaron Leyvand, Executive Vice

About Zynga

Zynga is a global leader in interactive entertainment with a mission to connect the world through games. With massive global reach in more than 175 countries and regions, Zynga has a diverse portfolio of popular game franchises that have been downloaded more than four billion times on mobile including *CSR Racing*™, *Empires & Puzzles*™, *Hair Challenge*™, *Harry Potter: Puzzles & Spells*™, *High Heels!*™, *Merge Dragons!*™, *Merge Magic!*™, *Queen Bee*™, *Toon Blast*™, *Toy Blast*™, *Words With Friends*™ and *Zynga Poker*™. With Chartboost, a leading mobile advertising and monetization platform, Zynga is an industry-leading next-generation platform with the ability to optimize programmatic advertising and yields at scale. Founded in 2007, Zynga is headquartered in California with locations in North America, Europe and Asia. 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.

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Forward Looking Statements

This press release contains forward-looking statements relating to, among other things, the name, gameplay details, game features, and a limited-time event 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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