

Spin Master Introduces Rubik's Match™ Digital Mobile Game

Inviting solvers to make their move in the new match-three mobile game inspired by the iconic Rubik's® Cube

TORONTO, Sept. 17, 2024 /CNW/ - Spin Master (www.spinmaster.com) (TSX: TOY), a leading global children's entertainment company and proud owner of the world-famous *Rubik's Cube*, announced today the launch of *Rubik's Match*, a new match-three mobile game. Inspired by one of the world's most popular puzzles, the *Rubik's Cube*'s foray into mobile gaming adds a fresh dimension to its enduring legacy during its 50th anniversary year.

The *Rubik's Match* mobile game combines the casual fun of the match-three game genre with the *Rubik's Cube*'s intellectual challenge. Players are tasked with solving hundreds of puzzle levels, each designed to test their problem-solving skills. Solvers will enjoy new daily missions to keep their mind sharp. Just like the cube itself, there is always something new to tackle in *Rubik's Match*.

"With *Rubik's Match*, the timeless challenge of the *Rubik's Cube* extends into the digital world, bringing a casual and highly satisfying experience to players' fingertips," said Marc De Vellis, Spin Master's Global Head of Studios, Digital Games. "This interactive game blends the nostalgia of the *Rubik's Cube* and its mind-bending challenge with the casual appeal of a match-three game, creating a fun and immersive space where the love of puzzles meets modern gaming."

The game promises to give fans of the iconic puzzle an entirely new solving challenge while also welcoming in a new audience to engage with the *Rubik's* brand in a familiar mobile format.

Rubik's Match:

- **New twists at your fingertips:** Experience the classic puzzle like never before. This unique match-three gameplay adds a whole new dimension to puzzle-solving fun that will challenge your skill and logic.
- **Build and explore:** Progress in the game by solving puzzles and building worlds. Beat levels that allow you to earn and build quirky buildings and interactive items.
- **Daily challenges:** Work your way through daily missions and compete in special events to collect in app rewards and power-ups.
- **Test yourself:** Try your skills with a range of difficulty levels and challenges from easy to super hard. Can you solve them all?

"Puzzles have always been close to my heart and mind," said Professor Ernő Rubik. "As a child, I spent hours on end with the tangram or the 15-puzzle as well as enjoying solving chess-problems. Some puzzles fascinated me by their complexity; some by the simplicity of their core ideas; and others by their beauty or novelty. I always preferred difficult puzzles, not the easy ones."

Developed by Nørdlight Games™, Spin Master's Stockholm-based digital game studio, *Rubik's Match* honors the *Rubik's Cube* legacy of challenging and entertaining minds worldwide. With over 50 years of combined experience the Nørdlight team has delivered some of the largest grossing mobile digital game titles in history including Candy Crush Saga. The release of *Rubik's Match* is part of Spin Master's long-term growth strategy to create exceptional digital play experiences for kids of all ages and spawn a growing player network around the world.

Rubik's Match is now available on the [App Store](#) and on [Google Play](#). For more information on *Rubik's Match*, please visit <https://www.rubiks.com/rubiksmatch>.

Follow *Rubik's Cube* on:

YouTube [@RubiksCube](#)

Instagram [@Rubiks_Offical](#)

Facebook [@RubiksOfficial](#)

TikTok [@RubiksOfficial](#)

About the *Rubik's Cube*

Created by Ernő Rubik in 1974 and launched globally in 1980, the *Rubik's Cube* became a worldwide craze, selling hundreds of millions of units, and has inspired and challenged both young and old ever since. As a STEM-accredited puzzle, the *Rubik's Cube* supports brain development and cognitive skills by allowing children and adults to use their creativity, while developing and encouraging intelligence. In 2021, Spin Master acquired the brand bringing to market innovative new launches while continuing its world-famous legacy.

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences through its three creative centres: Toys, Entertainment and Digital Games. With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Hatchimals®, Bakugan®, Kinetic Sand®, Air Hogs®, Melissa & Doug®, Rubik's® Cube and GUND®, and is the global toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including the preschool franchise *PAW Patrol*, and numerous other original shows, short-form series and feature films. The Company has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments. Through Spin Master Ventures, the Company makes minority investments globally in emerging companies and start-ups. With 29 offices spanning nearly 20 countries, Spin Master employs close to 3,000 team members globally. For more information visit spinmaster.com or follow-on Instagram, Facebook and Twitter @spinmaster.



SOURCE Spin Master Corp.

For further information: Media Contact: Tammy Smitham, VP Communications, mediarelations@spinmaster.com

<https://spinmaster.mediaroom.com/2024-09-17-Spin-Master-Introduces-Rubiks-Match-TM-Digital-Mobile-Game>