

## Monster High Launches Ghouls and Jewels for iOS

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Monstrously Fun Mobile Match-3 Game Unearthed on the iOS App Store - Today marks the launch of Monster High Ghouls and Jewels, giving fans a voltageous new way to interact with their favorite ghouls. Developed by BluBox Games, the match-three puzzler is available for free on iOS devices and coming soon to Android. With daily rewards and new content coming each month, you'd have to be undead not to get your claws on Ghouls and Jewels.

Los Angeles, California - Today marks the launch of Monster High Ghouls and Jewels(TM), giving fans a voltageous new way to interact with their favorite ghouls. Developed by BluBox Games, the match-three puzzler is available for free on iOS devices and coming soon to Android. With daily rewards and new content coming each month, you'd have to be undead not to get your claws on Ghouls and Jewels.

Ghouls and Jewels is Monster High's first full-featured mobile game, designed to appeal both to fans and anyone who likes good puzzle games.

"Monster High has a wide variety of ways for fans to interact with its characters, but Mattel came to us because they wanted a mobile game experience different from anything else currently out there," said Philippe Erwin, CEO of BluBox. "We've merged the brand's unique twist with familiar match-three gameplay in Ghouls and Jewels, and think the result will not only entertain current fans, but expand the Monster High consumer base to completely new audiences."

In Ghouls and Jewels, you're the newest ghoul in school. You'll need help from your beasties to navigate the horrors of high school in this freaky fab puzzle game. Fan favorites like Frankie, Draculaura and Clawdeen will guide you through over 100 creeperific puzzles as you collect creatures for crushing power-ups, buy killer boosts, match jumpy jewels and gore-geous gems. But first, you'll style your Monster High avatar in hundreds of to-die-for fashions and accessories.

### About Mattel:

The Mattel family of companies (NASDAQ: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie(R), the most popular fashion doll ever produced, Hot Wheels(R), Monster High(R), American Girl(R), Thomas & Friends(R) and Fisher-Price(R) brands, including Little People(R) and Power Wheels(R), as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and is also ranked No. 2 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play.

### Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 4.3 or later
- \* 92.9 MB

### Pricing and Availability:

Monster High Ghouls and Jewels 1.2 is Free and available worldwide exclusively through the App Store in the Games category and coming soon to Android devices. Be Unique. Be Yourself. Be a Monster.

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

BluBox Games:

<http://www.bluboxgames.com>

Mattel:

<http://www.mattel.com>

Monster High Ghouls and Jewels 1.2:

<http://www.monsterhigh.com/en-us/index.html>

Download from iTunes:

<https://itunes.apple.com/app/monster-high-ghouls-jewels/id745912884>

Screenshot:

<http://a5.mzstatic.com/us/r30/Purple4/v4/71/f5/a0/71f5a017-c9b3-2dae-12a1-29c0f9fee62b/screen480x480.jpeg>

Press Kit (zip):

<https://dl.dropboxusercontent.com/u/94193692/monster-high-ghouls-and-jewels.zip>

Founded in 2005 by game industry veterans, BluBox Games is a mobile game development studio that specializes in creating unique, high quality experiences for entertainment franchises. Bridging the gap between the games, film and television industries, BluBox gives fans engaging new ways to interact with brands and IP, both existing and original. The BluBox team hails from the likes of Activision, EA, Warner Brothers, THQ, Digital Eclipse, Pandemic, Insomniac, SCEA, Universal Studios and Rockstar Games, and has a combined 75+ years experience on all platforms and genres. All Material and Software (C) Copyright 2013 BluBox Games. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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