

Fin Fun and Rovio Enter Licensing Agreement

Wild Things Animal Blankets

May 24, 2018 - Idaho Falls, Idaho and Espoo, Finland... Fin Fun and Rovio Entertainment have announced a licensing agreement for Fin Fun to develop plush hooded blankets based on the globally popular Angry Birds brand. The new agreement makes Fin Fun the licensee under its Wild Things Blankets brand of animal blankets.

Made of a soft plush fleece, Wild Things hooded blankets feature a comfortable design with arms for the blanket to easily wrap/cascade around the body. Each design is embellished with authentic details to give the look and feel of an Angry Bird character so kids can easily transform themselves. It will join the lineup of over a dozen Wild Things blanket styles which include creatures like the Ace Eagle, Flutter Butterfly, Striker Zebra, and Snowcap Polar Bear.

“Angry Birds is one of the most exciting global entertainment brands today,” said Steve Browning, President & CFO of Fin Fun. “We expect kids to literally go wild for Angry Birds Wild Things blankets and the imaginative play they will inspire.”

Angry Birds is one of the world’s biggest entertainment brands. The original mobile game was launched in 2009 and remains the number one paid app of all time. Angry Birds has expanded rapidly into consumer products, publishing, and animation.

The development of Angry Birds Wild Things blankets from Fin Fun will begin immediately, with the first products expected to arrive just in time for the 2018 holiday season. Angry Birds and all related properties, titles, logos and characters are trademarks of Rovio Entertainment Ltd and Rovio Animation Ltd and are used with permission.

About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun originated the swimmable fabric mermaid tail and patented monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its lines of Cuddle Tails plush mermaid tail blankets and Wild Things wearable animal blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 170 countries around the globe. In 2017, Eric Browning, CEO and Steve Browning, President & CFO, were named Idaho Small Business Persons of the Year by the U.S. Small Business Administration. In 2016, the family-owned and operated company made the Inc. 500 list at #119 and was recognized as an innovative e-retailer on the Internet

Retailer Hot 100 list. For more information, visit www.finfun.com.

About Rovio Entertainment

Rovio Entertainment Corporation is a Finnish, games-first entertainment company that creates, develops and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories. The Company is best known for the global Angry Birds brand, which started from a popular mobile game in 2009. Today, the Company offers multiple mobile games that have been downloaded 4 billion times since 2009, has produced The Angry Birds Movie, which opened number one in theatres in 50 countries, and licenses the Angry Birds brand to consumer products and other entertainment content. Rovio is headquartered in Espoo, Finland (www.rovio.com).

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