



INNOVATIVE CONCEPTS IN ENTERTAINMENT, INC.

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Press Release – ICE’s “Angry Birds” Flies Into Coin-Op; D&B Mega- Chain Gets Brief Exclusive

Angry Birds, one of the most popular mobile game apps ever, has been transformed into a full-fledged redemption target attraction by ICE. Created by Rovio Entertainment Ltd., this app game has captured the fancy of millions of smart phone and ipad users throughout the world. Now, the designers at ICE have taken its basic playing elements and engineered a whole new coin-op game that translates its classic “attack the bad pigs” premise and made it into a gorgeous arcade centerpiece.

Dave & Busters, which consulted with ICE as the game wound its way from the design table to the shipping dock, will have it at their 77 centers on an exclusive basis from July 27 until Labor Day, after which the game will ship to the general coin-op marketplace. Licensed by ICE from Rovio, the Angry Birds coin-op software was produced for them by PlayMechanix (Raw Thrills’ sister company) and is being built at ICE’s Clarence NY plant in suburban Buffalo. As anyone with children knows, the app’s game play is all about angry birds launching themselves at the pigs that have stolen their eggs. This is carried out on the ICE game with a sort of pinball plunger that players use to shoot 3” foam balls 8 ft. through the air at a 55” target touchscreen monitor where the pigs’ little houses are depicted. “This machine incorporates the skill and charm of the mobile app” stated ICE Sales VP Joe Coppola, “but there’s so much more in terms of physical play that it’s pretty much a whole new game, not just a straight transfer from app to coin-op cabinet.”

The task is to destroy all those mean pigs and their shelters for points and tickets. If you happen to knock four pig shelters down with one ball, you win a jackpot. The ball launch is depicted on the accompanying photo, showing that this game is real skill-demanding, 3-D stuff! Since it’s fully enclosed, balls can’t roll onto the floor or be stolen. There are 500 different screen patterns and puzzles that come up at random and multiple difficulty levels, so it’s not easy to master any one of them. But once a player gets used to launching the little balls, practice makes perfect. For example, you shoot balls high on the screen when you pull the plunger all the way back, lower when you feather it. You can even curve the balls when you learn how. Talk about skill!

ICE's production team headed by Operations VP Drew Krouse has turned out one sterling cabinet presentation and there's little question that this game will provide the "attract" in "attraction" that arcade and FEC operators very much like to have. It may also become a demand game at ICE (shades of Cyclone). Dave & Buster's Sr. VP for Entertainment & Game Strategy Kevin Bachus, said they asked for and got the exclusive period so they can maximize the tie-in with a new TV commercial that includes the new game. "We're trying to coax people to get up and get out to a Dave & Busters to check it all out. Scarcity of anything is something people respond to. This is not about hurting our competition but helping to boost our customer traffic," he stated.

Bachus was effusive in his compliments for the ICE production staff, which he said pulled all stops to get the games built, tested and shipped in time for the July 27th kickoff. "They dedicated a huge piece of their Buffalo factory into making these games. It was just a fantastic effort, proving again what a super organization the Coppolas are running out there," Bachus enthused. Joe Coppola said his company agreed to give Dave & Busters the 5-week exclusive window on Angry Birds for several reasons, not the least of which will be the costly advertising that will accompany the game's rollout. "The management team at D&B has been tremendously cooperative and really taken a big picture approach to this," he declared. "They are investing millions of dollars in marketing and advertising our Angry Birds arcade game in their national TV campaign. This is the first time in many, many years coin-op games are being promoted in TV ads," he indicated.

"This national exposure is good for D&B, good for ICE and will make a very positive impact for the entire amusement machine business. The benefits will be broad for our industry's distributors, operators and most important, our players who are the ultimate customers," Coppola declared. "Kevin Bacchus and his team at D&B are drawing attention to the hot games and without a doubt, this is great for the whole business," he added.

While Coppola said he and others have been impressed by Dave & Buster's' growth, "it's also been exciting to watch the growth in the family entertainment business overall. Now, every time a D&B ad comes on, our industry is getting a positive jolt of energy. We agree with Kevin's commitment toward driving people and players to his locations by bringing them fun and unique game experiences they can't find at home. And that will undoubtedly carry over to many other entertainment facilities as well," Coppola declared. Contact ICE for more information as www.icegame.com.