
FOR IMMEDIATE RELEASE

Sony Pictures Entertainment & Rovio Entertainment team up with Imagine Advertising and Ashley Furniture Industries, Inc. for “The Angry Birds Movie 2™”, creating "The Best of The Nest BIRDTASTIC Event" for furniture retailers in the U.S.

Peachtree Corners, Georgia –April 3rd, 2019

Imagine Advertising & Publishing, Inc. has once again teamed up with Sony Pictures Entertainment and Rovio Entertainment with their soon-to-be-released *The Angry Birds Movie 2™*, creating a national promotion for Ashley Furniture retailers throughout the U.S. *The Angry Birds Movie 2™* will be released in theaters on August 16, 2019 - just in time for the all-important Back-To-School and Labor Day retail sales events.

“The first film grossed \$352MM at the worldwide box office and was the number one movie in 50 territories. The promotion we did with the first movie was outstanding, with hundreds of retailers participating,” stated Flora Stopher, President/Owner of Imagine Advertising, *“and this franchise is a proven winner with moms, kids and entire families. Their following is huge, with over 4.4BN downloads of their games, over 3.7BN YouTube views and over 25MM Facebook followers.”*

“Because of the huge success we had with the first movie, when we were approached with yet another opportunity to team up with this incredible franchise, the answer was a resounding YES!”, stated Erika Sparrow, Vice President of Sales for Imagine. *“We love the script. We love the hilarious cast and we’re just so excited to see the birds and the pigs back in action on the big screen!”*, added Sparrow.



“We’ve made it very easy for Ashley’s retailers to participate, because we’ve done all the work for them,” added Stopher. *“We’ve done all the upfront work, so retailers will have access to all our promotional, marketing and advertising materials they need to make this Birdtastic event a huge success. Plus, we’ll have a dealer locator for consumers to access and find which retailers are running this event and where to find them in their local market. **And RED will be in The Ashley Showroom - IHFC Space H900 - from Friday April 5th through Sunday April 7th** for retailers to have their pictures taken with this iconic character and for a meet and greet”.*

“We’re very excited to work with Flora at Imagine Advertising,” says Jeffrey Godsick, EVP of Brand Management and Global Partnerships, Sony Pictures Motion Picture Group. “Their size and market distribution with furniture retailers allows both of us to reach the same demographics that the Angry Birds franchise has been so successful with to create this fun and engaging promotion. We’ll be working closely with the Imagine creative team to maximize all of the promotional elements Imagine's customers may need to make this Birdtastic – Best Of The Nest Event a very entertaining and relevant event that consumers will love.”

The promotional dates will run from July 15th, 2019, through September 15th, 2019. You can access all the promotional assets at The Angry Birds 2 Marketing Resource Center: <https://www.imagine-angrybirds.com/>

Imagine will be offering:

- 1 Co-branded TV spot produced in collaboration with Sony Pictures & Rovio. Retailers will be allowed to customize these videos with their products & pricing through Imagine.
- Web videos, also customizable through Imagine
- Print – circulars (distributed through Valassis/marriage mail or the newspaper)
- Direct mail



- Complete in-store P.O.S kits
- A customized *The Angry Birds Movie 2™* – Birdtastic Best of The Nest Event landing page for each retailer
- Web banners
- Our NEW Behavioral digital marketing platform – the first of its kind in our industry
- Facebook & Social Media creative
- Email Marketing
- And more

For retailers that are interested and want to see all the elements Imagine has developed: Print, TV, POS, web videos and more, contact Erika Sparrow for the Username and Password to the Birdtastic Angry Birds Ad Center at:

Erika Sparrow
 Erika@imagineadv.com
 (509) 220-9694
<http://tinyurl.com/hc2vzyk>

About “The Angry Birds Movie 2™”

The flightless angry birds and the scheming green piggies take their beef to the next level in *The Angry Birds Movie 2™*! When a new threat emerges that puts both Bird and Pig Island in danger, Red (Jason Sudeikis), Chuck (Josh Gad), Bomb (Danny McBride), and Mighty Eagle (Peter Dinklage) recruit Chuck’s sister Silver (Rachel Bloom) and team up with pigs Leonard (Bill Hader), his assistant Courtney (Awkwafina), and techpig Garry (Sterling K. Brown) to forge an unsteady truce and form an unlikely superteam to save their homes.

Directed by Thurop Van Orman. Screenplay is written by Peter Ackerman. Produced by John Cohen. The film features the voices of Jason Sudeikis, Josh Gad, Leslie Jones, Bill Hader, Rachel Bloom, Awkwafina, Sterling K. Brown, Eugenio



Derbez, Danny McBride, Peter Dinklage, Zach Woods, Pete Davidson, Dove Cameron, Lil Rel Howery, Beck Bennett, Nicki Minaj and Brooklynn Prince.

For more information, please contact

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About Imagine Advertising & Publishing, Inc.

Founded in 1994, Imagine Advertising has been focused and dedicated to the success of the furniture manufacturer brands and furniture retailers for over 20 years - creating advertising and promotions that engage home furnishing consumers and drive sales velocity for their clients.

About Sony Pictures Entertainment

[Sony Pictures Entertainment](#) (SPE) is a subsidiary of Sony Entertainment Inc., which is a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. SPE's Motion Picture Group



production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>.

About Rovio Entertainment:

Rovio Entertainment Corporation is a global, games-first entertainment company that creates, develops and publishes mobile games which have been downloaded over 4 billion times. The Company is best known for the global Angry Birds brand, which started as a popular mobile game in 2009, and has since evolved from games to various entertainment and consumer products in brand licensing. Today the Company offers multiple mobile games, animations and has produced The Angry Birds Movie, which opened number one in theaters in 50 countries, and the sequel to which is set for theatrical release in 2019. Rovio is headquartered in Finland and the Company's shares are listed on the main list of the NASDAQ Helsinki stock exchange with the trading code ROVIO. (www.rovio.com)

