

# Glu Mobile adds Britney Spears to celebrity game roster

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Britney Spears is joining Kim Kardashian and Katy Perry on Glu Mobile's roster of celebrity mobile games, the company said on Wednesday.

Glu says it signed a 5-year deal with Spears with the possibility of a 3-year extension. The game will feature Spears's likeness, voice and "creative influence" and will be launched in the first half of 2016.

Separately, Glu says [online game](#) and social media operator Tencent Holdings of China will buy 21 million of its shares for \$6 each, or \$126 million. This will give Tencent ownership of 14.6 percent of Glu's shares, making it its largest shareholder.

Kardashian's game, "Kim Kardashian: Hollywood!" proved very successful, helped by the popularity of the reality-TV star.

Glu Mobile shares surged 24 percent in extended trading to \$6.69.

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