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Fate/Grand Order's English Version **Celebrates 7 Million Downloads**



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Fate/Grand Order English version rings in 7 million downloads with history's most famous kingmaker and tons of rewards for players!

LOS ANGELES, CA (SEPTEMBER 12, 2019) – The English version of the smash hit mobile game *Fate/Grand Order* has surpassed seven million downloads since its release in June of 2017 and the mobile game plans to commemorate the occasion with its biggest celebration campaign to date. The “7 Million Downloads Campaign” begins September 12th and features a slew of rewards for players, including the highly anticipated return of Limited Time Servant and history’s most famous kingmaker, ★5 (SSR) Merlin. The Mage of Flowers and adviser from the Legend of King Arthur will be accompanied by increased drop rates for ★5 (SSR) Servants, Altria Pendragon (Saber) and Altria Pendragon (Lancer), as well as ★4 (SR) Servants, Altria Pendragon (Alter) (Saber) and Altria Pendragon (Alter) (Lancer).

Furthermore, players will also have a limited time opportunity to receive the “7 Million Downloads Commemorative Ticket” which is exchangeable for one of 42 ★4 (SR) Servants. Players must log in between September 11th and September 18th to receive the commemorative ticket, with the exchange period for the ★4 (SR) Servants limited to the duration of the “7

Million Downloads Campaign.” Only players who have cleared “Singularity F: Flame Contaminated City Fuyuki” are eligible to exchange the “7 Million Downloads Commemorative Ticket.”



In addition to daily login bonuses, players can also look forward to increased success rates and half QP costs for Servant and Craft Essence enhancements, as well as half AP costs for Daily “Enter the Treasure Vault” Quests. Players will also find additional items for exchange in Da Vinci’s Workshop, along with Servant and Craft Essence inventories expanded to 350 slots from 300.

The “7 Million Downloads Campaign” lasts until September 25th with the free-to-play mobile game available for download on the Apple App Store and Google Play in the U.S., Canada, Australia, Singapore, Thailand, Philippines, and Vietnam.

In February, the English version of *Fate/Grand Order* entered Part 1.5 of its main story with the release *Fate/Grand Order – Epic of Remnant*, which consists of four chapters: *Shinjuku Phantom Incident*, *Women of Agartha*, *Seven Duels of Swordmasters*, and *Heretical Salem*, all leading to Part 2.

The popular mobile game also embarked on a national tour across the U.S. called the *Fate/Grand Order U.S.A. Tour 2019* beginning with a kickoff event in Los Angeles featuring large scale exhibitions and immersive interactive experiences. The tour has welcomed numerous special guests, including creative producer of the FGO PROJECT Yosuke Shiokawa and various all-star voice talent such as Ayako Kawasumi, Rumi Okubo, Satoshi Tsuruoka, and Noriko Shitaya.

The *Fate/Grand Order U.S.A. Tour 2019* way to Anime Weekend Atlanta (Atlanta, GA) November 1st through the 3rd before making its final stop at Anime NYC (New York, NY) in November.

About Fate/Grand Order:

As one of the most successful mobile games in the world, *Fate/Grand Order* is a free-to-play mobile RPG, which is currently available in over ten regions and five languages with over 42 million global downloads.

The game features strategic, turn-based gameplay requiring players to assemble powerful teams in order to advance through the story based on TYPE-MOON's celebrated *Fate* series. Together with its compelling narrative and characters, the game has captivated players worldwide and inspired an original anime special in 2016, the tabletop game, *Fate/Grand Order Duel - collection figures-*, and an anime series based on the game's seventh Singularity premiering in October 2019, as well as a two-part feature film inspired by the game's sixth Singularity in 2020.

In addition to being featured on Android Authority's "10 Best Gacha Games and Mobile RPGs for Android" article, the game received praise from the official Apple App Store Games Twitter account, which posted: "We were curious why *Fate/Grand Order* was so popular. Now we can't stop playing it." *Fate/Grand Order* also received an award for excellence in the Game of the Year division at the Japan Game Awards 2018 organized by the Computer Entertainment Supplier's Association (CESA).

Further details about the English version are released regularly on the official website (<https://fate-go.us>), Facebook (@FateGO.USA), and Twitter (@FateGO_USA).



FATE/GRAND ORDER (ENGLISH VERSION):

Title: *Fate/Grand Order* (English)

Genre: Role-Playing Game

Platform: iOS/Android

Release Date: June 25, 2017

URL: <https://fate-go.us>

Facebook: <https://www.facebook.com/FateGO.USA/>

Twitter: https://twitter.com/FateGO_USA

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About Aniplex of America Inc.

Aniplex of America, Inc. (Santa Monica, California) is a subsidiary of Aniplex, Inc. (headquartered in Tokyo, Japan), a division of Sony Music Entertainment (Japan), Inc., and a leading provider of anime content and music production and distribution in Japan. The company's ever-growing lineup of shows includes: *Sword Art Online*, *FULLMETAL ALCHEMIST: BROTHERHOOD*, *Fate/stay night [Unlimited Blade Works]*, *Fate/Zero*, *Puella Magi Madoka Magica*, *March comes in like a lion*, *Blue Exorcist*, *KILL la KILL*, *Gurren Lagann*, *Monogatari* series, *anohana -The Flower We Saw That Day-*, *Cells at Work!*, *The Promised Neverland*, and *Demon Slayer: Kimetsu No Yaiba*. In 2017, the company released the English version of the popular mobile game, *Fate/Grand Order*, followed by the release of mobile game, *Magia Record: Puella Magi Madoka Magica Side Story*'s English version in the U.S. and Canada in June of 2019.

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