



FOR IMMEDIATE RELEASE

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## **Fate/Grand Order Mobilizes Fans to Unlock Rewards for Upcoming Launch**



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### ***Hugely Popular Mobile Game Hits North America This Summer***

LOS ANGELES, CA (May 20, 2017) –Aniplex of America announced the launch of a Facebook campaign that allows fans to unlock additional rewards in the highly anticipated mobile game *Fate/Grand Order*, including the rare Servant SABER LILY. Last month, the company announced their plan to bring an English version of *Fate/Grand Order* to North American territories in Summer 2017 for both iOS and Android platforms.

One of the most successful mobile role-playing games ever in Japan, *Fate/Grand Order* has players become Masters who summon powerful allies called Heroic Spirits (also known as Servants). Together, they embark on a journey to the past called Grand Order. Released in July 2015 in Japan and last Fall in China, *Fate/Grand Order* has been downloaded over 8 million times. It has consistently topped iOS and Android charts, and outperformed other popular games in downloads and revenue. Additional launches in Asia are coming this month. The game's exciting storyline and compelling gameplay keep fans engaged and wanting more.

The Fate/Grand Order Challenge: Facebook Master Recruitment Campaign lets fans crowdsource exciting extra rewards prior to launch. Starting at just 10,000 Likes, players can unlock additional in-game prizes at each milestone, including the rare SABER LILY! Other

prizes include Saint Quartz, Craft Essence, and Hero Crystals. Visit [www.facebook.com/FateGO.USA](http://www.facebook.com/FateGO.USA) for additional details.

“We are very excited for players to be involved in the development of Fate/Grand Order in this way.” said Atsuhiro Iwakami, president of Aniplex Inc. “The game has been incredibly successful since its launch in Japan and we know the fans in North America will embrace it as well.”

**PRIZES:**

|              |   |
|--------------|---|
| 10,000 LIKES | Craft Essence<br><i>"Beginning of the Journey"</i>          |
| 14,000 LIKES | 6000 Friend Points  |
| 16,000 LIKES | 10 ★ 4 Blaze of Wisdom                                      |
| 18,000 LIKES | 5 ★ 3 Hero Crystal: Sun Fou<br>5 ★ 3 Hero Crystal: Star Fou |

Fate Grand Order

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20,000 LIKES **SABER LILY**

|              |                 |
|--------------|-----------------|
| 23,000 LIKES | 5 Saint Quartz  |
| 26,000 LIKES | 10 Saint Quartz |
| 30,000 LIKES | 15 Saint Quartz |

Fate Grand Order

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Further details will be released regularly on the official website (<http://fate-go.us>), Facebook (@FateGO.USA) and Twitter (@FateGO\_USA). In addition, new information will also be announced throughout conventions across the United States starting at Anime Central in

Chicago in May to Anime Expo in Los Angeles in July. We look forward to sharing all our updates with you so please make sure to check in regularly.

**FATE/GRAND ORDER (ENGLISH VERSION):**

**Title:** Fate/Grand Order (English)

**Genre:** Role-Playing Game

**Platform:** iOS/Android

**Release Date:** Summer 2017

**URL:** <http://fate-go.us>

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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 Sony Music Entertainment (Japan) group. Aniplex Inc. is a leading provider of anime content, along with music production and distribution in Japan. Aniplex of America has launched fan-favorite Blu-ray and DVD titles including *Fate/stay night [Unlimited Blade Works]*, *Fate/Zero*, the *Sword Art Online* series, *Your lie in April*, *KILL la KILL*, *Bakemonogatari*, *Puella Magi Madoka Magica*, *Blue Exorcist*, *NISEKOI*, the *OREIMO* series, *DURARARA!!×2*, *Magi* series, *Expelled From Paradise*, *The irregular at magic high school*, and *ALDNOAH.ZERO*. The company's ever-growing line-up of shows includes our most recent titles: *March comes in like a lion*, *Blue Exorcist: Kyoto Saga*, *ERASED*, *The Asterisk War*, *OWARIMONOGATARI*, *KIZUMONOGATARI*, *Charlotte*, *WAGNARIA!!3*, *GOD EATER*, *HAIFURI (High School Fleet)*, *GRANBLUE FANTASY*, and *Eromanga Sensei*.

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