



FOR IMMEDIATE RELEASE

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Fate/Grand Order's English Version
Celebrates 4 Million Downloads!



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***Fate/Grand Order marks 4 million downloads
with the return of the Witch of Vengeance!***

LOS ANGELES, CA (October 15, 2018) – The English version of the hit mobile game, *Fate/Grand Order* has surpassed 4 million downloads since its release in June of 2017. Initially released in the U.S. and Canada, the global sensation has since expanded to be available in Australia, Singapore, Thailand, Philippines, and Vietnam on the Apple App Store and Google Play. With a reported 32 million downloads worldwide, *Fate/Grand Order* is currently available in over ten regions and five languages after overwhelming demand from fans across the globe. The English version of the game recently celebrated its one year anniversary with a celebration event featuring the Creative Producer of the FGO PROJECT, Yosuke Shiokawa, and popular voice actors Ayako Kawasumi and Satoshi Tsuruoka at the largest anime convention hosted in the United States, Anime Expo (Los Angeles, California). The mobile game also received critical acclaim with 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) this past September. In a press release by the Japan Game Awards, the association cites the game's overwhelming support from its users as well as its excellence in providing "a vast worldview, strategic battles that require use of skills and command cards, a

variety of unique characters with a cast of distinguished voice actors, all in a free-to-play title” among the reasons for their decision.

To celebrate this momentous occasion, *Fate/Grand Order* has embarked on a “4 Million Downloads Five Part Campaign” featuring a bevy of rewards for players beginning October 17th. Rewards include daily log-in bonuses, increased success rates for character and equipment enhancements, as well as seven new rank up quests. The celebratory campaign also marks the return of the limited time ★5 (SSR) Avenger-class Servant, Jeanne d’Arc (Alter) as a character players can have a chance to summon onto their teams. Prior to this event, the extremely rare and popular character was briefly only available for a little over a week back in April of 2018.



One of the most successful mobile games in the world, *Fate/Grand Order* has players embark on an epic quest known as the Grand Order to prevent the extinction of humanity with help from powerful Heroic Spirits, or Servants, who are based on popular historical, literary, and mythological figures. The game features strategic, turn-based gameplay, which requires players to assemble powerful teams in order to advance through the story. A joint project between TYPE-MOON, Aniplex Inc., and DELIGHTWORKS Inc., *Fate/Grand Order* is considered to be one of the most story driven mobile games ever produced, featuring an expansive main story and side stories in addition to frequent in-game events. Together with its compelling narratives and characters, the game has captivated players worldwide and inspired countless cosplays, an original anime special, an arcade game, and tabletop game, *Fate/Grand Order Duel – collection figures-*. 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.”



Further details of the English version will be released regularly on the official website (<http://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: <http://fate-go.us>

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

Twitter: https://twitter.com/FateGO_USA

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**FGO PROJECT is a joint project between TYPE-MOON, Aniplex Inc., and DELIGHTWORKS, Inc.*

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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 group of Sony Music Entertainment (Japan) Inc. and a leading provider of anime content and music production and distribution in Japan. Aniplex of America has launched fan-favorite Blu-ray and DVD releases 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*, *anohana -The Flower We*

Saw That Day-, *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: *March comes in like a lion*, *Blue Exorcist: Kyoto Saga*, *ERASED*, *The Asterisk War*, *OWARIMONOGATARI*, *KIZUMONOGATARI*, *Charlotte*, *Occultic;Nine*, *WWW.WAGNARIA!!*, *GRANBLUE FANTASY*, *Eromanga Sensei*, *Katsugeki TOUKEN RANBU*, *BLEND-S*, *Fate/stay night [Heaven's Feel] I. presage flower*, *Slow Start*, *Record of Grancrest War*, *Today's MENU for EMIYA Family*, *PERSONA5 the Animation*, *Sword Art Online Alternative: Gun Gale Online*, *Yuuna and the Haunted Hot Springs*, *Cells at Work!*, *DAKAICHI –I'm being harassed by the sexiest man of the year-*, *Rascal Does Not Dream of Bunny Girl Senpai*, and *Sword Art Online Alicization*. In June 2017, the company launched the English version of the popular mobile game, *Fate/Grand Order*, which has exceeded four million downloads.

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