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Aiming Inc.

For Immediate Release

## Commercial Launch Announcement for New Sensation Board Game “街コロマッチ! (MACHI KORO)” iOS version



街コロマッチ! (MACHI KORO) production committee (which is composed of Aiming Inc., Grounding Inc. and DENTSU INC.) announces the commercial launch of new sensation board game “街コロマッチ! (MACHI KORO)” for iOS.

### ◆ About new sensation board game “街コロマッチ! (MACHI KORO)”

“街コロマッチ! (MACHI KORO)” is a new sensation board game for smartphone which players can build their town, shake 1 dice or 2 dices to earn coins within 5 minutes. Players can also choose their own play style; either “story mode (single play)” where they can play by themselves with NPC, or “PvP mode” where they can co-op or battle with friends or players all over the country.

There are various ways to enjoy “街コロマッチ! (MACHI KORO)”. In the “story mode (single play)”, players can enjoy comical battles with adorable residents in the town (NPCs) lined with marvelous facilities, along with original scenarios. Some of the residents in the town will show up as supporters, others will do as rivals; all of them can always make it fun for players



with various kinds of roles. In the “PvP mode”, besides competing with friends or rivals all over the country, players can also enjoy team play, such as teaming up with friends to have 2vs2 Battles.

In addition, the “街コロマッチ! (MACHI KORO)” has generated over 300,000 pre-registered players on August 6<sup>th</sup>, 2016.



Enjoy at their own paces  
in the story mode (single play)!



Get hot with players all over the country!



Link 3 facilities to get combo bonus!



The original board game has won lots of awards  
in the world♪

- Start now to get 3 character cards drawn by popular manga creator “Mine Yoshizaki (吉崎 観音)”!

**Launch Anniversary Login Event is ON!**

In the pre-register campaign, the number of pre-registered players has reached the final goal of 150,000 players in its early stages, and also reached the additional goals of 200,000 and 250,000 later. To express our appreciation of being registered by so many customers beyond our expectation, we have decided to give away a character card [Yuriko (ユリコ)] drawn by Mine Yoshizaki (吉崎 観音) as login bonus. Customers who login for 7 days during the event period can get the [Yuriko (ユリコ)] card.

- **Event Period : August 8<sup>th</sup>, 2016 (Mon.) - August 21<sup>th</sup>, 2016 (Sun.) 23:59**





•Login Bonus Details

Login Days	Bonus
1 Day	10,000 Golds
2 Days	50 Diamonds
3 Days	[L Manor (D Blue)] Card (which stands for [Large Manor (Dark Blue)] Card)
4 Days	[Parking Complex] Card
5 Days	5,000 Golds
6 Days	50 Diamonds
7 Days	Yuriko (ユリコ)
8 Days	[Tower (Deep Blue)] Card
9 Days	10,000 Golds
10 Days	[Parking Complex] Card

※The [L Manor (D Blue)] and [Tower (Deep Blue)] cards are materials for upgrading facilities.

※The [Parking Complex] card is an item that can be used to play Lotto of Rank S guarantee.



7 Days bonus “Yuriko (ユリコ)” card

▼ Pre-register Campaign Bonus Details

Number of Pre-registered Players	Bonus
Over 5,000	5,000 Golds
Over 10,000	50 Diamonds
Over 30,000	10,000 Golds
Over 50,000	[Parking Complex] Card
Over 100,000	Character Card [Sumire (スミレ)] drawn by Mine Yoshizaki (吉崎 観音)
Over 150,000	Character Card [HIKAKIN] drawn by Mine Yoshizaki (吉崎 観音)
Over 200,000	150 Diamonds
Over 250,000	200 Diamonds



• How to get the pre-register campaign bonus:

Clear “Story Quest: Chapter 2”, then “Gift Box” can be open, and the bonus will be automatically delivered to the Gift Box.



### Beginners Support Campaign is ON!

To support beginners, we have added limited-time missions in-game. Just clear those missions, then players can gain luxurious bonus. Furthermore, if players clear all of those limited-time missions, then they can gain the total amount of "175 diamonds", which can be used to play Lotto, etc.! Definitely don't miss this big chance!

• **Campaign Period: August 8th, 2016 (Mon.) - August 21th , 2016 (Sun.) 23:59**

#### • Campaign Details

Mission Complete Requirements	Bonus 1	Bonus 2	Notes
Reached Lv.12	5 Diamonds		Can clear only once.
Reached Lv.14	5 Diamonds		Can clear only once.
Reached Lv.16	5 Diamonds		Can clear only once.
Reached Lv.18	5 Diamonds		Can clear only once.
Reached Lv.20	5 Diamonds	[Yellow Forest (A)] Card	[Yellow Forest (A)] is a convenient "Rank A" facility card which can be gained from "Gold Lotto". It will get powerful if players evolve it into [Cypress Woods] card.  Can clear only once.
Join a team for the first time	50 Diamonds		Can clear only once.
Play "Ranking Battle 2vs2" for the first time	50 Diamonds		Can clear only once.
Clear "Story Quest: Chapter 2" for the first time	50 Diamonds		Can clear only once.

● **AppStore:** <https://itunes.apple.com/jp/app/id1101095819>



<Game Overview>

Title: "街コロマッチ! (MACHI KORO)"

Genre: New Sensation Board Game

Device/OS Version: iOS 8.0 or higher / Android 4.2 or higher

Start of Service: iOS - August 8<sup>th</sup>, 2016 (Mon.)

Android - at the beginning of August

Tentative Price: Free-to-play (with options for in-app purchases)

Official Website: <https://machikoro.jp/>

Official LINE@: <http://line.me/ti/p/xbxh9TyJN8>

Official Twitter Page: [https://twitter.com/machikoro\\_match](https://twitter.com/machikoro_match)

Official Twitter Account: @machikoro\_match

Official Hashtag: #街コロマッチ