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August 9<sup>th</sup>, 2016  
Aiming Inc.

For Immediate Release

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

### ◆ 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, and launched iOS version first on Monday, August 8<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♪

■ **Team Support Campaign is ON!**

Playing the “story mode” leisurely by themselves is fun without doubt. However, players surely experience the most fun part of “街コロマッチ! (MACHI KORO)” by joining a “team” and co-op with the teammates! To encourage players to join a team, during this campaign period, players who join any team can gain bonus according to the number of registered teammates.

• **Campaign Period: August 10<sup>th</sup>, 2016 (Wed.) - September 4<sup>th</sup>, 2016 (Sun.) 23:59**

• **Campaign Details**

Mission Complete Requirements	Bonus
Teammates 5 players and above	10,000 Golds
Teammates 10 players and above	10 Diamonds
Teammates 15 players and above	10 Diamonds
Team levels 5 and above	10 Diamonds
Co-op with teammates and gain 3 wins in Ranking Battle 2vs2	10 Diamonds



Furthermore, during this campaign period, players can acquire special effect if they play with teammates or friends.

•Effect 1 : Teammate's "Support Property" level will be max.

※"Support Property" means the system that players can use one of the facilities set by a friend in a battle.

•Effect 2 : The reward drop rate will increase when players join the Ranking Battle 2vs2 with a friend.

※There is a possibility that players can get the drop reward even if they lose the battle.

● **GooglePlay:** <https://play.google.com/store/apps/details?id=com.aiming.machikoro>

● **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 - August 9<sup>th</sup>, 2016 (Tue.)

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