



September 25th 2012

AXEL MARK INC.

AXEL MARK expands Social Game Business globally “Kingdom Wars” (English Version) has just been released.

TOKYO, JAPAN (Sep 25th 2012) – AXEL MARK INC. (Tokyo Stock Exchange Mothers : 3624) launches “Kingdom Wars”, a social card-battle game, for Android devices on DeNA’s “Mobage Global”, a global social game platform. This is the first title since AXEL MARK and DeNA agreed strategic business alliance for international expansion. The title will be available for iOS devices at the beginning of October.



AXEL MARK already has launched several popular social games in Japan. The number of subscribers exceeded 2 million in total.

“Kingdom Wars” is a discriminative card-battle game with original Dice-Battle-System. Players choose a country between three choices and roam the world. Each player makes up a strong unit using 6 cards and sets out to become a great adventurer in the world by cruising enemies in battles and quests. And the players team up “Guild” with other players and cooperate for further wins in battles.

AXEL MARK INC. is a social gaming company focused on mobile games in Japan. AXEL MARK already provides 5 card-battle games for Mobage and plans to release additional games for international and domestic platform.

■ About 『Kingdom Wars』 (original title, “Kingdom Chronicle”)

Date of release : September 25th 2012

Genre : Social card battle game

Language : English

Availability : Google Play (Soon on App Store)

Fee : Free (In-App Purchase)

URL :

https://play.google.com/store/apps/details?id=com.mobage.www.a964.Kingdom_Wars_Android

About AXEL MARK INC. (<http://www.axelmark.co.jp>)

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Established March in 1994

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Business Social game, Content distribution, Mobile Advertisement

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