

GRAM GAMES EXPANDS MERGE! SERIES WITH FIFTH TITLE, MERGE GEMS!

[London, 4th April 2018] - Gram Games announces the expansion of its Merge! series with an exciting new title, Merge Gems! available to download on iOS and Android from today. Its launch marks the second free-to-play title released by the studio this year and the fifth to employ the studio's simple, yet addictive Merge! mechanic, which has generated over 41M combined downloads to date.

"Taking a data first approach to development and interpreting players feedback, we have been able to continually iterate on our proven Merge! mechanic to offer new worlds and challenges for players to explore. It's easy-to-play, but the game can employ a high degree of strategy. Players can merge freely but can only expand their land or discover new gems if their timing is right", says Mehmet Ecevit, Gram Games' Co-Founder and CEO.

The mechanic was first established with the release of Gram Games' stand out mobile hit, Merge Dragons! (*June 2017*). This was further solidified by other titles, including Merge Town! and Merge Farm! - puzzles game, that encourage players to build towns and profitable farms by merging items available through gameplay.

The concept of Merge Gems! is simple, yet promises hours of entertainment. Players are encouraged to simply merge gems, rocks, gold and more, to create and collect beautiful treasures! Every so often, players will be gifted a new gem. The faster they tap on the box at the bottom of the screen, the sooner gems will appear on the board.

Each gem that appears can be merged with other gems of the same kind - when you merge a set of gems you will earn stars. These stars will increase your experience level allowing you to unlock new areas to drop gems on. Each gem placed will earn you currency - the larger the gem, the more you'll earn. This currency can then be used to purchase new gems in the Merge Gems! store. The higher your level, the more exciting lands you can explore. Keep merging to discover the wonders of Moon Land, and Aztec Land.

About Gram Games

Gram Games is a venture-backed global mobile entertainment studio and the developer of global hits 1010!, Merged!, Merge Dragons!, Six!, Bounzy!, Merge Town!, Merge Farm! and Paint Tower!. Founded in 2012 with headquarters in London, UK, and a studio in Istanbul, Turkey, Gram Games has built a team of industry professionals focused on creating engaging games for mobile platforms. For more information, visit www.gram.gs

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Contact:

mergegems@gram.gs