

GRAM GAMES LAUNCHES PAINT TOWER! - THE STUDIO'S FIRST PUZZLE GAME OF 2018

[London 17th January 2018] - After launching four mobile games in 2017, Gram Games, the London-based games studio, today announces its first title of 2018, Paint Tower! not only does the launch continue the studio's pattern of rapid releases, but it also outlines the studio's expertise in developing titles employing a broad range of game mechanics, as showcased by the expansion of the Merge! IP in 2017.

Paint Tower! marks a return to the simple, yet challenging, gameplay found at the heart of the company's mobile hits, like 1010! established puzzle games like this helped Gram Games launch four years ago and have contributed to the studio reaching over 150M combined downloads to date.

Free-to-play on Android and iOS, Paint Tower! employs a simple but engaging mechanic that can be enjoyed by anyone, anytime, anywhere.

In the game, players are challenged to think strategically about how to build and stack blocks to build a formidable tower. Each turn, players are presented with a number, and must paint a game piece comprising of that amount of blocks. These blocks are then sent, automatically, onto the board. As blocks begin to stack, players need to make sure the blocks fit strategically into the empty spaces to build a stable tower. Each new piece can affect its balance. If any pieces tumble and fall off the grid, it's game over.

As the tower gets taller, bubbles appear containing helpful boosts. Bursting the crown bubbles will give you the chance to up your score. Lightning bolt bubbles give players the chance to spin for the Freeze, Hammer, and Multiplier power ups. These help to limit tower movement, eliminate single blocks and increase scores by five, respectively. Try your luck, and see what you get!

Mehmet Ecevit, Gram's Co-Founder and CEO, comments: "Paint Tower! reinforces our team's ability to develop a wide array of engaging mobile games that can be enjoyed by players across the globe. Puzzle games, like 1010! and Six!, were what brought us initial success - we're excited to kickstart the year with a creative, new puzzle title that is sure to provide players with even more hours of engaging gameplay!"

Love puzzle games, but want something a bit more creative? Download Paint Tower! now here: <http://painttowerga.me>

About Gram Games

Gram Games is a venture-backed global mobile entertainment studio and the developer of global hits 1010!, Merged!, Six!, Bounzy!, Merge Dragons!, Merge Town!, and Merge Farm!. 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:

painttower@gram.gs