

## **GRAM GAMES ANNOUNCES THE EXPANSION OF THE MERGE! FRANCHISE WITH THE GLOBAL LAUNCH OF MERGE TOWN!**

**London, 30<sup>th</sup> August 2017** - Today, Gram Games announces the release of Merge Town! on iOS, marking the expansion of the company's Merge! franchise. The IP, distinguished by its simple, addictive Merge mechanic, was first established with the release of their stand out mobile hit, Merge Dragons!, earlier this summer. Merge Town! is also the next free-to-play title released by the London-based studio this year.

The concept of Merge Town! is simple, yet promises hours of addictive entertainment. Players are given a plot of land, and it's their job to develop it into a town. In order to build houses, players must tap on the build box at the bottom of the screen, until a building appears on the board. Homes of all varieties can also be purchased from the app store using in-game currency, which is earned from houses already built on the land. Once multiple houses have been built on the board, they can be Merged with others of the same variety to form larger, more impressive homes.

The bigger the home, the more in-game currency players will earn. And the more a town develops, the more land it will unlock, granting players the space to build more houses. From level eight, players are able to unlock and expand into new towns, building formidable metropolises.

Mehmet Ecevit, Gram's Co-Founder and CEO, comments: "We're thrilled to announce the Merge! franchise, marked by the release of Merge Town! after the success of Merge Dragons!, we're excited to be able to bring even more Merging gameplay to players all around the world. With three launches, it's been a productive year for Gram Games, with even more promising Merge titles to come."

Merge, build, and develop your very own towns today! Download Merge Town! via the App Store: <https://itunes.apple.com/us/app/merge-town/id1232693016?ls=1&mt=8>

### **About Gram Games**

Gram Games is a venture-backed global mobile entertainment studio and the developer of global hits 1010!, Merged!, Merge Dragons!, Six! and Bounzy!. 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](http://www.gram.gs)

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