

GRAM GAMES ANNOUNCES MERGE FARM! - THE FOURTH GAME TO BE ADDED TO THE SUCCESSFUL MERGE! FRANCHISE

[London, 1st November 2017] - Today, Gram Games announces the expansion of its Merge! franchise with Merge Farm! available on the stores, its launch marks the fourth title to employ the studios simple, yet addictive Merge! mechanic.

The Merge! mechanic was first established with the release of Gram Games' stand out mobile hit, Merge Dragons! This was further solidified by Merge Town! - a popular puzzle game, free to play on iOS and Android, that employs the Merge! mechanic to build towns and formidable metropolises. The Merge! Franchise has generated over 25M combined downloads to date.

The concept of Merge Farm! is simple: plant and harvest crops of varying types to create a profitable farm. Once planted, players can merge crops of the same variety to make them grow. The bigger your crops become, the more fruit they will produce and the more successful your farm will be. As players develop their farms, they will discover various buildings, animals, and unique decorations to truly make their farm their own.

Crops can be harvested at any point, but players must keep an eye on the orders at the top of the screen. Filling these will generate more money to buy new crops. Players will have to wait for the right moment and merge strategically to make the most of their harvest and farm.

Mehmet Ecevit, Gram Games' Co-Founder and CEO, comments: "Merge Farm! is the first farming title to be released by Gram Games. It offers a new dimension to the Merge! franchise, but maintains the mechanic that will keep our loyal Merge! fans engaged. It's easy-to-play, but the game can employ a high degree of strategy. Players can Merge freely but can only build a successful farm if their timing is right.

Ecevit adds, "Merge Farm! follows the success of Merged!, Merge Dragons! and Merge Town! We're excited to be able to bring even more Merging gameplay to players all around the world. With four launches, and more Merge! titles to come before the end of the year, 2017 will be a landmark year for Gram Games."

Merge, build, and develop your very own farms today! Download Merge Farm! now here: <http://merge.farm>

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:

mergefarm@gram.gs