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IGNIS releases “Mouse Attack! – Make a Billion Mice” in the South Korean Market

-Japanese Best Hit Clicker Game Achieves 3.5 Million Downloads-

IGNIS LTD.

Tokyo, Japan –March 12–, IGNIS Ltd. is pleased to announce that the Korean version (Android version) of ‘*Mouse Attack! – Make a Billion Mice,*’ has been released in the South Korean Market. This will be published through Nimble Games inc., a South Korean native games developer, and Purplefriends Co., LTD., sales and promotion partner in South Korea. The iOS version will also be released soon.



‘*Mouse Attack! – Make a Billion Mice*’ released in the Japanese market in June 2014, is a kind of clicker game to breed an extraordinary number of mice. Having launched the English version in August 2014 and the traditional Chinese character version for Taiwan, Hong Kong, and Macau market in September 2014, ‘*Mouse Attack! – Make a Billion Mice*’ has achieved more than 3.5 million downloads globally as of the end of February 2015. Players can accelerate the breeding speed by setting up new production facilities, and are likely to get hooked on the pleasure of mass production. The most distinctive feature of the game is its high level of advertising revenue resulting from the high frequency of users restarting the application in order to prevent the mice being eaten by the various cats that appear several times a day.


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South Korea, where we are releasing this app, is a market where the smartphone penetration rate exceeds 80%. Its game market is one of the most matured in East Asia and the user demands are highly sophisticated. While 'Mid-core' or 'Core' games had been preferred in South Korea up until a few years ago, we believe that 'Mouse Attack! – Make a Billion Mice' is likely to be accepted by many users as several Japanese casual games were widely popular in South Korea since last year.

The Korean version of 'Mouse Attack! – Make a Billion Mice' adds new types of "missions." Players may not only engage in mass production of mice, but can also compete with other players in order to accomplish their mission. When players have achieved their mission, they are able to share their original images through SNS such as Facebook etc., which is also expected to contribute further user acquisition.

Following 'Mouse Attack! – Make a Billion Mice', IGNIS will continue to accelerate launching other mobile games in the South Korean market.

Summary of the Korean version of 'Mouse Attack! –Make the Billion mice Cat'

	Application name: 살려줘 냥이! Supplier: Nimble Games inc. Launch date: March 12, 2015 (Android version) * iOS version will be released soon
OS Version	Android™ version 2.3 and later iOS version 7.0 and later
Price	Free download
Downloads	Android version https://play.google.com/store/apps/details?id=net.nimblegames.Nyangyi iOS version Will be released soon

Summary of Nimble Games inc.

Company name	Nimble Games inc.
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Representative	Myoungsub Lee
Headquarter	209-2 Acetechno Tower-3, 38 Digital-ro 29-gil, Guro-gu, Seoul, KOREA
Capital	230,000,000 won
Establishment	April 2014
Business	Development and operation of native games for smartphone

Summary of Purplefriends Co., LTD.

Company name	Purplefriends Co., LTD.
Representative	SooHyung Lee
Headquarter	2F Olympus Tower, 114-9 Samsung-dong, Gangnam-gu, Seoul, Korea
Capital	1,352,000,000 won
Establishment	July 2007
Business	Advertising agency and work Operation of native games for smartphone

About IGNIS

IGNIS is a leading smartphone application company that is involved in planning, development, operation and sales of products. IGNIS's company philosophy is "Until we impact the world, we won't be satisfied." Since its establishment in May 2010, IGNIS has launched a wide range of smartphone applications, including utility tools, entertainment, games and more, which have resulted in an accumulated 80 million downloads as of March 2015. IGNIS has succeeded in producing a number of smash hit applications which have reached more than 1 million downloads to date. This shows IGNIS caters to the wide range of needs of smartphone users. Through challenging and developing new genres, IGNIS aims to create internet services establishing "new standards" over and over again.

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