

Press Release

October 23, 2019

CYBIRD Co., Ltd.

Ikemen Actor Training Game “A3!” Releases Internationally!

~The game will also be exhibited at Singapore’s largest anime convention, C3 AFA Singapore 2019!~

Japanese game developer CYBIRD Co., Ltd has released the English version of Liber Entertainment Inc.’s popular Ikemen Actor Training Game “A3!” as of today, Wednesday October 23, 2019. (*Note that this release does not include the regions of Japan, Hong Kong, Taiwan, Macau and China.)



Though Japanese entertainment has met with great success overseas, the female user-targeted game market in North America and other English-speaking regions is still much smaller in comparison to other regions in Asia. In order to increase user awareness of this market, CYBIRD has been actively expanding their reach through the release of the English version of their popular Ikemen Series otome games which have downloaded by over 25 million users internationally, as well as their active participation in various anime and game-related events all over the globe.

Fellow Aeria Inc. subsidiary Liber Entertainment Inc. plans to make use of CYBIRD’s knowledge of the international market to ensure a quality English release of “A3!”, further increasing fans of the hit game while showcasing the appeal of female-targeted games to a wider audience. In addition, there will be no changes to the voice cast or music for this release.

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■ See CYBIRD at C3 AFA Singapore 2019!

CYBIRD will be featuring "A3!" at their booth at C3 AFA Singapore 2019 (C3 Anime Festival Asia Singapore). The event originated in Singapore but has since spread to other parts of Southeast Asia. It is said to be the largest anime event outside of Japan, and CYBIRD will be participating for the 3rd year in a row. More details will be announced in a later press release.

◇Event Dates : November 29, 2019 – December 1, 2019

◇Event Website : <https://animefestival.asia/singapore19/>

■ Presents for All Users: A3!'s Pre-Release Campaigns

The "A3!" official English twitter held a number of campaigns before the games release, ranging from a preliminary character popularity poll where users get an SR card of the top character, to a follow campaign where all users could win in-game items such as Gems and training items.

■ About "A3!"

First released for iOS and Android on January 27, 2017, "A3!" has since surpassed 6.5 million downloads. An anime adaptation has also been announced and will be broadcast in January 2020. In "A3!", players take on the role of a theater company director who has to assemble a cast of 20 attractive actors to save a theater on the verge of shutting down. All of the main story dialogue is fully voiced with an amazing voice actor cast. The actors are divided into four troupes: Spring, Summer, Fall and Winter, and the goal of the player is to train these budding actors to make them "bloom" on stage.

■ Game Distribution Details

Game Name	A3!
Information Provider	CYBIRD Co., Ltd.
Release Date	October 23, 2019
Region	Worldwide (*Excluding Japan, Hong Kong, Taiwan, Macau and China.)
Language	English
OS	iOS and Android (*may not be playable on all devices)
Distribution Platform	App Store/Google Play
Twitter	https://twitter.com/MankaiCompanyEN
Facebook	https://www.facebook.com/MankaiCompanyEN/
Instagram	https://www.instagram.com/mankai_company_en/
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■ About CYBIRD Co., Ltd.

Company Name : CYBIRD Co., Ltd. (<https://www.cybird.co.jp/>)

Headquarters : Mansard Daikanyama, 10-1, Sarugakucho, Shibuya-ku,
Tokyo 150 0033

Representative: CEO Tadashi Motojima

Founded : September, 1998

Business Outline : Mobile content service provision and mobile business support,
development and provision of cross-media solutions, mobile
marketing, mobile advertising and mobile promotion, mobile
website construction, mobile commerce, research and
development of next-generation platforms, etc..

■ About Liber Entertainment Inc.

Liber Entertainment Inc. is the creator of titles such as "A3!", "I★Chu" and "Soen no Kantai". They specialize in the development and operation of mobile games and smartphone applications and are expanding their operations to cover a wide variety of areas. The name "Liber" references Roman mythology, being derived from the name of the Roman god of harvest. The name "Liber" reflects the company's desire to experience abundance in its creative endeavors as an abundant harvest.

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