

May 19, 2023

**Ikémen Series launches a major overseas campaign  
"Fight for Love!"  
Anime Expo 2023 exhibition information also released.**

CYBIRD Co., Ltd. (Headquarter: Shibuya Tokyo, President and CEO: Tadashi Motojima, hereinafter "CYBIRD") has launched a large-scale "Fight for Love!" campaign for users outside Japan of the Ikémen Series romance game for women, which boasts a total of 35 million members worldwide. A special website has opened on May 19, 2023 and various plans will be implemented. We will also exhibit at Anime Expo 2023, one of the largest anime events in North America.



**■ About "Fight for Love!"**

The "All for Love!" project, which drew love from fans around the world and ended in 2022, has been succeeded by the "Love" project for 2023, which will be called "Fight for Love!" The characters of the Ikémen Series fight to protect the loved one, which overlaps with what fans around the world do every day, and this campaign is intended to bring love and happiness to those who fight every day.

In conjunction with this campaign, new illustrations of "Ikémen Sengoku: Romances Across Time", "Ikémen Revolution: Love & Magic in Wonderland", "Ikémen Vampire: Temptation in the Dark", and "Ikémen Prince: Beauty and Her Beast", which are currently available overseas, will be released.

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The key visual for this year's campaign is the reappearance of the main character, who was a resounding success in the 2022 campaign for the world, "All for Love!". In addition, a video of this campaign featuring the comic, which was released on May 1, 2023 on the English-language Ikémen Series social networking site and was very well received, has released on YouTube. Also the visuals of each title has released on the SNS of the English-language Ikémen Series. In addition to the latest information on this campaign, the special site will also be releasing plans for fans in the future. An in-app campaign is also planned, so don't miss the latest information.

- "Fight for Love!" special site: <https://ikemen-series.com/fight/index.html>
- "Fight for Love!" teaser movie: <https://youtu.be/dMmliLC7A4Y>
- English version of Ikémen Series Twitter: [https://twitter.com/cyikemen\\_en](https://twitter.com/cyikemen_en)
- English version of Ikémen Series Instagram: [https://www.instagram.com/ikemenseries\\_official/](https://www.instagram.com/ikemenseries_official/)



### ■ Ikémen Series at Anime Expo 2023

The Ikémen Series will be exhibiting for the sixth time at Anime Expo 2023, one of the largest series anime events in North America. We are planning to sell goods using newly drawn illustrations. In addition, on the last day of the event, the latest surprise news about the overseas expansion of the Ikémen Series will be announced in the booth.

- Event Name: Anime Expo 2023
- Location : Los Angeles Convention Center
- Date and time: July 1 - July 4, 2023
- Official website: <https://www.anime-expo.org/>

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### ■ About Ikémen Series

With over 35 million downloads worldwide, Ikémen Series titles are one of the most popular free to play otome game apps from Japan. Each app lets you choose the man of your dreams and determine how your love story will play out - with the choices you make leading to either a romantic or a dramatic ending! Ikémen Series titles are slated for PS Vita release, and have also been adapted into manga, musicals, plays, and anime. In addition to Japanese and English, Ikémen Series apps are also available in Simplified and Traditional Chinese, Korean, and Thai.



- Official site: <https://ikemen-series.com/>
- Official Twitter: [https://twitter.com/cyikemen\\_en](https://twitter.com/cyikemen_en)
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### ■ About CYBIRD

CYBIRD was founded in 1998, at the dawn of the mobile Internet in Japan. Since then, we have been providing entertainment content services centered on mobile, always keeping an eye on changes in the market environment and the evolution of technology. Currently, the company offers a variety of games/contents, including the "Ikémen Series" ,a romance game that boasts a cumulative total of more than 35 million members worldwide, as well as merchandise, 2.5-dimensional stage shows, online lotteries, IP quizzes, and other services.

- Company Name : CYBIRD Co., Ltd. (<https://www.cybird.co.jp/>)
- HQ : 10-1 Sarugakucho Shibuya Tokyo, Japan
- Representative : President and CEO Tadashi Motojima
- Established : September 1998

【Contact】

CYBIRD

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