



FOR IMMEDIATE RELEASE MAY 30, 2019

**Magia Record: Puella Magi Madoka Magica Side Story**  
**Mobile Game Launching June 25th in the U.S. and Canada**



©Magica Quartet/Aniplex, Magia Record Partners

***From aokiume, Gekidan Inucurry (Doroinu), SHAFT, and more comes a brand new adventure in the world of Madoka Magica!***

SANTA MONICA, CA (MAY 30, 2019) – Aniplex of America invites you to unravel the mysteries of Kamihama City with the mobile game, ***Magia Record: Puella Magi Madoka Magica Side Story***, launching on June 25th in the U.S. and Canada on iOS and Android. Featuring a brand-new Magical Girl story, the imaginative mobile game developed by f4samurai (*Ange Vierge Girls Battle*, *Hortensia Saga*) brings together the creative team behind the iconic ***Puella Magi Madoka Magica*** franchise, including Gekidan Inucurry (Doroinu), original character designer aokiume, and studio SHAFT (*MONOGATARI Series*, *March comes in like a lion*), who contributed the opening animation as well as the transformation animations in the game.

Players will have a chance to embark on a fantastical adventure in the world of Madoka Magica by building a team of Magical Girls and fighting their way through three different types of stories with over thirty unique Magical Girls. From following Iroha as she hunts for her sister Ui or travelling with Madoka and her friends through another timeline, to learning more about each Magical Girl by battling through their own unique story, players can look forward to a one of a kind journey beginning June 25th.

In anticipation of the game's release, the free-to-play mobile game has launched a pre-registration campaign where each milestone of people registered will yield a gift of Magic Stones (an in-game currency that can be exchanged for items), leading up to the highly sought after Magical Girl, Homura Akemi (Glasses), at over 20,000 registrations. To pre-register, fans can search for the game on the Google Play or Apple App Store and hit the pre-register button, found where the download button usually is. By pre-registering, Android users will receive a notification on the game's launch date to download the game, while iOS users will receive a notification and the app will be automatically downloaded on to their device.

“We are extremely happy to have this wonderful opportunity,” says Masaki Sato, *Magia Record* producer from f4samurai. “We were absolutely thrilled to see with the positive response we received from fans we met at Sakura-Con in April when we announced *Magia Record*'s English release and to see how much they loved the *Madoka Magica* series. As we prepare for the game's launch, we really hope fans in the United States and Canada will enjoy this new Magical Girl adventure.”

Based on the beloved anime series that revolutionized the magical girl genre, the mobile game immerses fans into a fascinating world inhabited by an eclectic group of characters brought to life by a stellar cast of voice actresses. Since announcing the English version of the game in April, the mobile game has released videos introducing fans to Magical Girls Iroha Tamaki (voiced by Momo Asakura), Yachiyo Nanami (voiced by Sora Amamiya), Felicia Mitsuki (voiced by Ayane Sakura), and most recently Tsuruno Yui (voiced by Shiina Natsukawa).

Fans are encouraged to visit the official *Magia Record: Puella Magi Madoka Magica Side Story* website (<https://magiarecord-en.com>) and follow the official Facebook and Twitter accounts (@MagiaRecordEN) where the most up to date information regarding the game will be featured.



### **The World of *Magia Record: Puella Magi Madoka Magica Side Story***

Once they make that contract and their wish has been granted they become Magical Girls, beings duty-bound to battle Witches for the rest of their lives.

Strange things have started to happen in Kamihama City. Magical Girls gather there to continue their battles with Witches, led as if by some mysterious force.

*"Has Ui been erased from existence?"*

Iroha Tamaki, a Magical Girl trying to figure out what happened to her sister.

*"If I can figure out what's happening here, I might be able to save Madoka..."*

Homura Akemi, a Magical Girl searching for a way to save her most precious friend.

Another hope is born when the Magical Girls of two cities cross paths.



### **Magia Record: Puella Magi Madoka Magica Side Story (ENGLISH VERSION):**

**Title:** Magia Record: Puella Magi Madoka Magica Side Story

**Genre:** Magical Girl RPG

**Platform:** iOS and Android

**Release Date:** June 25, 2019

**URL:** <https://magiarecord-en.com>

**Facebook & Twitter:** @MagiaRecordEN

**Copyright:** ©Magica Quartet/Aniplex, Magia Record Partners

For any questions regarding this press release, please contact:

[PR@aniplexusa.com](mailto:PR@aniplexusa.com)

#### **About f4samurai, Inc.**

Established in 2010, f4samurai specializes in the comprehensive planning, development, and operations of online mobile games. The company is responsible for multiple hit projects, including their flagship games *Magia Record* and *Hortensia Saga*.

#### **About Aniplex of America Inc.**

Aniplex of America, Inc. (Santa Monica, California) is a subsidiary of Aniplex, Inc. (headquartered in Tokyo, Japan), a division of Sony Music Entertainment (Japan), Inc., and a leading provider of anime content and music production and distribution in Japan. The company's ever-growing lineup of shows includes: *Sword Art Online*, *FULLMETAL ALCHEMIST: BROTHERHOOD*, *Fate/stay night [Unlimited Blade Works]*, *Fate/Zero*, *Puella Magi Madoka Magica*, *March comes in like a lion*, *Blue Exorcist*, *KILL la KILL*, *Gurren Lagann*, *Monogatari series*, *anohana -The Flower We Saw That Day-*, *Cells at Work!*, *The Promised Neverland*, and *Demon Slayer: Kimetsu No Yaiba*. In 2017, the company made its first foray into mobile gaming with the launch of the English version of the popular mobile game,

*Fate/Grand Order*, and recently announced their plans to release mobile game *Magia Record: Puella Magi Madoka Magica Side Story*'s English version in the U.S. and Canada.

[www.AniplexUSA.com](http://www.AniplexUSA.com)

[www.facebook.com/AniplexUSA](http://www.facebook.com/AniplexUSA)

[www.twitter.com/aniplexusa](http://www.twitter.com/aniplexusa)

[www.Youtube.com/AniplexUS](http://www.Youtube.com/AniplexUS)

[www.twitch.tv/AniplexUSA](http://www.twitch.tv/AniplexUSA)

###