**GET READY TO FIGHT ON-THE-GO WITH THE GLOBAL LAUNCH OF NETMARBLE’S *THE KING OF FIGHTERS ALLSTAR***

*Relive the Legacy of SNK’s THE KING OF FIGHTERS through Intense Fighting Action and Beat-em-up Gameplay with Every Iconic Fighter from KOF'94 to KOFXIV*

**SEOUL, KOREA – OCT. 22, 2019** – Step into the arena with [Netmarble](http://www.netmarble.com) as the company, in collaboration with SNK, has announced that its long-awaited and latest mobile action role-playing game (RPG) [*THE KING OF FIGHTERS ALLSTAR*](http://kofallstar.netmarble.com) is now available for download on [Google Play](https://play.google.com/store/apps/details?id=com.netmarble.kofg&hl=en_US) and the [App Store](https://apps.apple.com/app/id1444835826). Based on the famous fighting game series THE KING OF FIGHTERS (KOF), players will collect and train their favorite fighters from across the entirety of the franchise from *KOF’94* to *KOFXIV,* and experience the rich history of KOF on mobile platforms.

At launch, players can join in the fast-paced fighting and beat-em-up action by battling through enemy waves, larger-than-life bosses, and rival teams across many game modes, including **Story Mode, Time Attack Mode, Player vs. Player** (PvP), and a real-time **Tournament Mode**. The intense action is paired with cutting-edge graphics, bold colors, lightning-fast actions, and over **130 collectible fighters** to collect & upgrade at launch, with more **characters** to be added over time. *THE KING OF FIGHTERS ALLSTA*R delivers a wealth of content and nostalgia, providing hours of fun for franchise fans and gamers who are new to KOF.

“High-quality presentation, intense fighting gameplay, and stand-out characters are some of many reasons why THE KING OF FIGHTERS is popular with players. As KOF fans ourselves, we truly enjoyed working closely with SNK in creating THE KING OF FIGHTERS ALLSTAR, and the we are eager to see how this games evolves with KOF over time.” said Shin Hwa Cho, Executive Producer of Netmarble.

*THE KING OF FIGHTERS ALLSTAR* lets players become the hero of the KOF series as they take on the role of an amnesiac person who is saved by a spirited woman named Noah, who then needs rescued herself. After discovering the power to fight as any KOF fighter with their signature moves at their disposal, players enter the King of Fighters tournaments to uncover their memory, become even stronger, and re-experience KOF’s fast-paced fighting history.

Players can also look forward to the following after launch:

* **Pre-Registration Awards** – For reaching one million pre-registrations, players can look forward to special rewards, including:
  + 1x **5★ Fighter Selector**
  + 500 **Rubies**
  + 1x **Baseball Yuri Character**
  + 1x **Baseball Yuri Battle Card**
  + 10x **Plus Capsule Boxes** and 10 **Rare EXP Capsules**
  + 1x **Kusanagi Kyo Battle Cards** for [Google Play](https://play.google.com/store/apps/details?id=com.netmarble.kofg&hl=en_US) users, or 1x **Yagami Iori Battle Card** for App Store users.
* **Launch Events** – Additional events for players to experience include:
  + **[Orochi Iori] / [Orochi Leona] Special Gacha Event** - Players will have 28 days to acquire some of KOF's most popular characters in celebration of the launch.
  + **Special Roulette Event** – Players will earn free roulette tickets during gameplay, which can be used to acquire various Character **Growth Materials**.
  + **Special Login Bonus** – By logging in for seven days, players can earn rewards, such as a **Fighter** / **Battle Card Gacha Ticket**, **400 Rubies**, and **Growth Materials**.
  + **Festival Events** – After completing special missions, including the **‘Welcome Super Mission**’ and the ‘**Elements Festival**’, players will earn popular fighters to add to their roster of KOF characters.

“Netmarble is a fantastic partner to work with as their expertise on developing thrilling mobile games, and their reverence for THE KING OF FIGHTERS franchise, resulted in a truly unique and fun way to experience KOF,” said Yasuyuki Oda, Game division studio producer at SNK. “KOF and fighting game fans can look forward to taking their favorite characters on-the-go while new players can learn more about what makes KOF special with *THE KING OF FIGHTERS ALLSTAR*.”

*THE KING OF FIGHTERS ALLSTAR* is available to download on [Google Play](https://play.google.com/store/apps/details?id=com.netmarble.kofg&hl=en_US) and the [App Store](https://apps.apple.com/app/id1444835826) in over 175 countries, and comes with support for English, Taiwanese, Indonesian, Thai, Spanish, Italian, French, Portuguese, Russian, and German languages.

Prior to its global launch, *THE KING OF FIGHTERS ALLSTAR* was the #1 downloaded title in Korea and Japan. It was #2 in revenue generated on Google Play in Korea, #1 in revenue generated on the App Store in Korea, and #7 in revenue earned in Japan across both platforms. The game currently has 100 million fighters collected, with 14 million cumulative players for Korea and Japan alone.

For more information, please visit *THE KING OF FIGHTERS ALLSTAR*’s [website](http://kofallstar.netmarble.com). Also, please follow *THE KING OF FIGHTERS ALLSTAR* on [Facebook](https://facebook.com/kofallstarEN/), [Twitter](https://twitter.com/playkofallstar), [YouTube](https://www.youtube.com/channel/UCS56d3_5vfoXdjHWJJzsI6Q), [Instagram](https://www.instagram.com/playkofallstar/), [Discord](https://discord.gg/6rwkFxs), [Reddit](https://www.reddit.com/r/kofallstar), and [forum](http://forum.netmarble.com/kofg_en) on Netmarble.com

**About Netmarble Corporation**

Netmarble Corporation strives to entertain audiences of all ages around the world by providing great mobile gaming experiences. Established in Korea in 2000, Netmarble is one of the fastest-growing mobile game companies and consistently ranks as a top mobile developer and publisher worldwide. With more than 6,000 employees, Netmarble has been producing and servicing some of the most successful mobile games including Lineage 2: Revolution, Blade & Soul Revolution, MARVEL Future Fight, BTS WORLD, Everybody’s Marble, and Seven Knights. As a parent company to Kabam, a top mobile game developer in massively multiplayer free-to-play games, and the largest shareholder to Jam City, a leading casual social game developer, Netmarble has a strategic partnership with CJ ENM Corporation, Asia’s largest entertainment company, Tencent Holdings, Asia’s largest internet company, and NCsoft, a prominent MMORPG company. More information can be found at [http://company.netmarble.com](http://company.netmarble.com/)

**About SNK**

SNK is a game maker based in Osaka, Japan. It has the world's most popular fighting games including 'The King of Fighters', 'Samurai Shodown' and 'Fatal Fury' series, and action games such as 'Metal Slug' series in console and smartphone platform. 'THE KING OF FIGHTERS XIV' was released in 2016. In celebration of the 40th anniversary of the SNK brand in 2018, it released 'NEOGEO mini', a game machine containing its popular games. It released the latest game title, 'SAMURAI SHODOWN' in 2019.

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