

March 26, 2026
NTT Solmare Corporation
Good Smile Company, Inc.

**NTT Solmare and Good Smile Company Announce Obey Me! Sinner's Choice;
New Visual Novel Now Available to Wishlist**

NTT Solmare Corporation and Good Smile Company, Inc. are proud to announce the commencement of a joint production for the new visual novel game, Obey Me! Sinner's Choice (working title). This project marks the latest entry in the Obey Me! series, which has surpassed 11 million downloads worldwide.



Add to your Wishlist here:

https://store.steampowered.com/app/4444800/Obey_Me_Sinners_Choice_Lucifer

Wishlist Promotion Now Underway!

To celebrate the upcoming release, we are launching a special giveaway where participants have a chance to win exclusive coupons for Obey Me! ASMR videos are available on Sol Store.

Promotion Prizes:

100% OFF Coupon: 7 winners

77% OFF Coupon: 7 winners

50% OFF Coupon: 7 winners

Eligible Content:

All Obey Me! ASMR videos: <https://payhip.com/NTTsolmare/obey-me>

How to Enter:

1. Post a screenshot on Instagram or X (formerly Twitter) showing that you have added the game to your wishlist, using the hashtag **#ObeyMeSCWishlist**.
2. Winners will be contacted via DM (Direct Message) from the official account.

Winner Notification: Scheduled for Autumn 2026.

Notes: Promotion details are subject to change.

Additional eligible content is planned to be added and will be announced at a later date.

Obey Me! and Good Smile Company Present the Ultimate Choice

Obey Me! Sinner's Choice represents a strategic partnership between NTT Solmare, the creators of Obey Me! universe that continues to captivate otome game fans worldwide, and Good Smile Company, a leader in bringing Japanese pop culture to a global audience. By blending the deep, original storytelling of NTT Solmare with the technical expertise and multifaceted IP production of Good Smile Company, we aim to deliver the most dramatic and immersive experience yet.

We invite fans to look forward to this new journey that transcends traditional gaming boundaries.

Synopsis: Beyond your choice, will there be salvation or corruption?



Lucifer, the angel most beloved by God, was cast out of the Celestial Realm following a rebellion. Along with his brothers, he fell to the lowest depths of Hell, the prison known as Cocytus.

The question remains whether his soul is truly divine or damned.

To determine the truth, Lord Diavolo, the Prince of the Devildom, summons a lone human to judge him as a magistrate. At the end of the story, a single choice awaits regarding whether you will save him or break him.

In this world, love is not salvation. It is judgment.

Project Highlights:

Immersive Visual Novel Experience:

Obey Me! Sinner's Choice utilizes story-driven gameplay, allowing players to fully immerse themselves in the series' rich lore through fully voiced stories and stunning visuals. It delves deeper into the inner conflicts and mysterious pasts of each character than ever before.

Additional Platforms:

Initially scheduled for release on PC (Steam®) to provide a cinematic experience on the big screen. Release on Nintendo Switch™ and other platforms is currently under consideration.

Teaser Trailer Premiere at AnimeJapan 2026:

An exclusive teaser trailer will premiere at the Good Smile Company booth during AnimeJapan 2026 being held March 28–29 at Tokyo Big Sight.

Official Links and Social Media

Website(English): https://shallwedate.jp/obeyme_sc/en/lucifer/

Website (Japanese): https://shallwedate.jp/obeyme_sc/ja/lucifer/

Website (Simplified Chinese): https://shallwedate.jp/obeyme_sc/zh-CN/lucifer/

Website (Traditional Chinese): https://shallwedate.jp/obeyme_sc/zh-TW/lucifer/

Instagram: https://www.instagram.com/obey_me_official/

X (English): <https://x.com/ObeyMeOfficial1>

X (Japanese): <https://x.com/ObeyMeOfficial>

About Obey Me!



Launched by NTT Solmare in 2019, this mobile app series allows players to enjoy captivating romantic drama stories with seven handsome devil brothers. The series has surpassed a total of 11 million downloads worldwide. The second title in the

series, *Obey Me! Nightbringer*, is also currently available.

Characters



Lucifer
(Voiced by Kazuya Yamashita)
The flawless, scheming sadist.
Ultimate First-born



Mammon
(Voiced by Hiroataka Kobayashi)
The world is all about money and greed.
Good-for-nothing Second-born



Leviathan
(Voiced by Satoshi Kada)
\2D is the best!/
Hardcore Otaku Third-born



Satan
(Voiced by Shinya Sumi)
All smiles are just an act.
Split personality Fourth-born



Asmodeus
(Voiced by Miura Ayme)
The world loves me ♡
Narcissist Fifth-born



Beelzebub
(Voiced by Kyohei Yaguchi)
Is dinner ready yet?
Starving Sixth-born



Belphegor
(Voiced by Satoshi Onishi)
Too much love? A rebellious phase?
Sleepy Seventh-born

About NTT Solmare Corporation

Head Office: Sumitomo Building No. 2, 4-7-28 Kitahama, Chuo-ku, Osaka, Japan

Established: April 2002

Representative: President and Representative Director Toshiaki Asahi

Business Description: Distribution of digital content such as e-books and games

Website: <https://www.nttsolmare.com/e/>

NTT Solmare aims to enrich people's hearts through entertainment. It operates Comic C'moa, one of Japan's largest comprehensive e-book stores; produces comics

under its original brand C'moa Comics; operates MangaPlaza, one of the largest digital manga distribution stores in the United States; and provides entertainment services centered around the mobile game Obey Me! series.

About Good Smile Company, Inc.

Head Office: Akiba CO Building, 3-16-12 Sotokanda, Chiyoda-ku, Tokyo, Japan

Established: May 2001

Representative: President and Representative Director Kantaro Iwasa

Business Description: Planning, development, manufacturing, and sale of toys, figures, and goods; advertising and sales consulting; package and web design; game planning, development, and operation; animation production; video and music production; motorsports business; investment support; and restaurant management.

Website: <https://corporate.goodsmile.com/en/>

As a leading Japanese figure manufacturer known for the hit "Nendoroid" series, Good Smile Company delivers Japanese pop culture to fans worldwide. In recent years, the company has also focused on game development and animation production, leveraging its expertise to promote the appeal of characters across multiple platforms.

Inquiries
NTT Solmare Corporation
Business Creation Department: Tateno, Kihara
Email: info@nttsolmare.com
Phone: +81-6-6228-8861