

**SQUARE ENIX, NAMCO, SEGA and TAITO JOIN FORCES
to DISTRIBUTE MOBILE PHONE CONTENT IN CHINA**

Tokyo, Japan (September 27, 2004) -- Square Enix, Namco, Sega and Taito announced that the companies will combine efforts to distribute mobile phone content in China.

The agreement will allow users in China to access content from Square Enix, Namco, Sega and Taito that stands out in the oversaturated market. The four companies will license their mobile phone content to SQUARE ENIX WEBSTAR NETWORK TECHNOLOGY CO., LTD. (BEIJING), a subsidiary of Square Enix in China (SEW). SEW will sublicense Beijing Mobit Information Technology Co. Ltd., which has been approved for providing service throughout China, to distribute content from the four companies through the mobile content distribution services of China Mobile Communication Corporation, the top mobile network operator in China.

SQUARE ENIX WEBSTAR NETWORK CO., LTD. TECHNOLOGY (BEIJING)

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Led by President Keiji Honda, the company was formed in December, 2001. Currently it is operating the online game "Crossgate" (Chinese version) to an user-base of 14,000,000. Mobile content service also began in Shanghai, February 2004.

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