



SQUARE ENIX AND SCHOOL OF CONTINUING EDUCATION OF TSINGHUA UNIVERSITY JOINED FORCES IN DIGITAL CONTENT FIELD

Tokyo, Japan (December 17, 2004) - SQUARE ENIX CO., LTD. (Tokyo, Japan, "SQUARE ENIX"), an industry leading developer and publisher of interactive entertainment software including the world's popular franchises FINAL FANTASY® and DRAGON QUEST®, today announced SQUARE ENIX and School of Continuing Education of TSINGHUA UNIVERSITY (Beijing, China) have entered into an agreement to cooperate in human resource development in digital content field. It is the university's first occasion to join forces with a Japanese digital content company to work on human resource development activities.

The followings are the major role of SQUARE ENIX and School of Continuing Education of TSINGHUA UNIVERSITY under the agreement.

1. School of Continuing Education of TSINGHUA UNIVERSITY; Researches demand for education in the area of digital content, and designs and operates educational programs.
2. SQUARE ENIX; Supports design and operation of the educational programs to be newly offered by School of Continuing Education of TSINGHUA UNIVERSITY taking advantage of its know-how on digital content production.

Details of the educational programs will be determined through mutual consultation between School of Continuing Education of TSINGHUA UNIVERSITY and SQUARE ENIX.

As digital content industry expands rapidly in China, following recent development of information technologies, training of professionals is urgent for the industry.

Professor Hu Dongcheng, Vice President of TSINGHUA UNIVERSITY and Dean of School of Continuing Education, states *"School of Continuing Education of TSINGHUA UNIVERSITY actively offers continuing educational programs for working students, and has delivered distinguished professionals contributing to digital content industry. We are now planning to expand our educational programs further. Given the circumstance, the cooperation with SQUARE ENIX, a leading developer of digital content, has great significance for us."*

"SQUARE ENIX has accumulated plenty of technological and artistic production know-how through development of digital content. Making the best use of such know-how, we expect to contribute to human resource development and education in digital content field worldwide", says Yoichi Wada, President and Representative Director of SQUARE ENIX, *"We would be honored if we could contribute to sociocultural development in China through this cooperation with School of Continuing Education of TSINGHUA UNIVERSITY on human resource development in digital content field."*

The mutual cooperation between School of Continuing Education of TSINGHUA UNIVERSITY and SQUARE ENIX in human resource development will open new possibilities for digital content in China.

Outlines of School of Continuing Education of TSINGHUA UNIVERSITY and SQUARE ENIX are as follows.

For Reference

About TSINGHUA UNIVERSITY

TSINGHUA UNIVERSITY was founded in Beijing, China in 1911. Being rated highly as a Chinese first-class university, it has been producing top leaders to political and business worlds. The university is composed of thirteen schools and fifty departments with 7,100 faculty members and over 30,000 students. School of Continuing Education was established in 1985 for education of working students as increasing significance of continuing education.

<http://www.tsinghua.edu.cn/eng/>

Location: Tsinghua, Beijing

About SQUARE ENIX

Headquartered in Tokyo, Japan, SQUARE ENIX develops, publishes and distributes entertainment content including interactive entertainment software and publications in Japan, North America, Europe and Asia. SQUARE ENIX brings two of Japan's best-selling franchises – FINAL FANTASY®, which has sold over 60 million units worldwide and DRAGON QUEST® (DRAGON WARRIOR® in North America), which has sold over 35 million units worldwide – under one roof. SQUARE ENIX is one of the most influential providers of digital entertainment content in the world and continues to push the boundaries of creativity and innovation.

More information on SQUARE ENIX can be found on the Internet at

<http://www.square-enix.co.jp/>

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