



SQUARE ENIX TO PUBLISH *BATMAN: ARKHAM ASYLUM* FOR PLAYSTATION 3 AND XBOX 360 IN JAPAN

Tokyo, Japan, (Sept. 24, 2009) – Square Enix Co., Ltd. (Square Enix) today announced it will release Eidos Interactive's *Batman: Arkham Asylum™*, developed by Rocksteady Studios under license by Warner Bros. Interactive Entertainment and DC Comics, for the PlayStation®3 Computer Entertainment System and the Xbox 360® video game and entertainment system from Microsoft in Japan this winter.

Upon its late-August release in North America and Europe, *Batman: Arkham Asylum* immediately garnered accolades from the media, including Game of the Month and Editor's Choice awards as well as a Metacritic* score over 90 as of Sept. 18, 2009, earning it the Guinness World Record for "Most Critically Acclaimed Super Hero Game Ever" in August 2009. The title has shipped over 2.5 million units and continues to enjoy strong sales as of September 21, the 4th week since its release.

Batman: Arkham Asylum is the first Eidos game released in Japan by Square Enix since the company joined the Square Enix Group in April 2009. Square Enix and Eidos are committed to developing and publishing games that utilize each company's individual strengths while working together to provide world-class content and services as a global entertainment group.

Refer to the following pages for more about *Batman: Arkham Asylum*, Square Enix and Eidos.

*About Metacritic

Metacritic is a website that collates reviews of entertainment products and calculates Metascores, weighted averages derived from various critic reviews.

About *Batman: Arkham Asylum*

Title: *Batman: Arkham Asylum*

Platform: PlayStation3, Xbox 360

Genre: Action Adventure

Release date: This winter

SRP: TBD

Player: 1

CERO Rating: TBD

Legal line:

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

Feature

In *Batman: Arkham Asylum*, Batman finds himself trapped inside the confines of Gotham's psychiatric hospital for the criminally insane, Arkham Asylum. The Joker has set a trap for the Dark Knight and has conspired with the deranged inmates to eliminate Batman once and for all. Adding to the authenticity of the game are veteran animated Batman voice talents Mark Hamill and Kevin Conroy, who reprise their roles as The Joker and Batman respectively. *Batman: Arkham Asylum* features an original story by Paul Dini, Batman author and five-time Emmy Award winner whose credits include *Lost* season one and *Batman: The Animated Series*. Gamers will move in the shadows, instill fear amongst their enemies and confront The Joker and Gotham City's most notorious villains, including Harley Quinn, Bane, Killer Croc, Poison Ivy and Scarecrow, who have taken over the asylum.





About Square Enix Co., Ltd.

Square Enix Co., Ltd. (Square Enix), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., with headquarters in Tokyo, Japan, develops, publishes and distributes entertainment content including interactive entertainment software and publications in Asia, North America and Europe. Square Enix brings two of Japan's best-selling franchises – FINAL FANTASY®, which has sold over 85 million units worldwide, and DRAGON QUEST® which has sold over 50 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 at <http://www.square-enix.com/jp/>.

About Eidos Interactive Ltd.

Eidos is the creator of some of the world's leading videogame properties, consisting of several development studios including Crystal Dynamics, IO Interactive, Beautiful Game Studios, Eidos Game Studios, Eidos Hungary and Eidos Montreal, plus sales and distribution offices in Europe and the US. The Group has a valuable portfolio of intellectual property including: Tomb Raider™, Hitman™, Deus Ex™, Championship Manager™ and Just Cause™. Eidos is a wholly owned subsidiary of Square Enix Holdings Co., Ltd. More information on Square Enix can be found at <http://www.eidos.com/>

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as **Superman**, **Batman**, **Wonder Woman** and the **Sandman**. These **DC Super Heroes** and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at www.dccomics.com

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