



FOR IMMEDIATE RELEASE

DeNA and Square Enix Partner to Bring FINAL FANTASY AIRBORNE BRIGADE Mobile Game to Players in US and Canada

Pre-registration for the Free Game Guarantees an Exclusive Complimentary In-game Card Featuring the Character "Cloud"

SAN FRANCISCO – November 29, 2012 – Following the game's success with more than three million registered users in Japan, DeNA Co., Ltd. (TSE: 2432) and Square Enix Co., Ltd. announced today that the two companies are bringing *FINAL FANTASY® AIRBORNE BRIGADE™* to mobile phone users in the US and Canada. This is the first *FINAL FANTASY* free-to-play social game to be released in English.

FINAL FANTASY AIRBORNE BRIGADE is an easy-to-play social game where players cooperate and adventure through a world inspired by the popular *FINAL FANTASY* series. Each player rides an airship, and forms groups called airborne brigades in order to fight powerful bosses. Each player gains experience, and levels up by adventuring through quest regions. They will encounter foes and obtain abilities and items straight from the *FINAL FANTASY* series.

"We're very proud to offer *FINAL FANTASY* fans based in the US and Canada our own take on the themes and ideals of the series with the upcoming launch of the mobile game *FINAL FANTASY AIRBORNE BRIGADE*," said Kenji Kobayashi, executive games director at DeNA. "In celebration of the franchise's 25th anniversary this year, we strived to create a unique gameplay experience where players can elevate each other through fun, cooperative play."

The game appeals to *FINAL FANTASY* fans as well as players new to the franchise. *FINAL FANTASY AIRBORNE BRIGADE* will be available soon as a free download on Android and iOS devices.

Players can pre-register for the game and be alerted via email as soon as the game is available for free download. Pre-registered players can obtain a free three-month exclusive in-game card featuring Cloud, one of the most popular *FINAL FANTASY* characters of all time, which will help them during boss battles.

To pre-register for *FINAL FANTASY AIRBORNE BRIGADE*, please visit: ffairbornebrigade.com

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About DeNA

DeNA Co., Ltd. is a global Internet company focused on social game platform, social games, e-commerce and other Web services for mobile devices and PCs. DeNA's current flagship business is its mobile social games platform Mobage, which offers first-, second- and third-party games on multiple localized user networks across nations. The original Mobage network in Japan currently serves over 45 million registered users with approximately 2,000 titles. Founded in 1999 as a small startup in Tokyo, DeNA currently has over 2,000 employees worldwide working at offices and development studios in 16 cities across 11 countries and regions. The company generated annual sales of more than 1.8 billion U.S. dollars in the fiscal year ended March 2012. DeNA is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.jp/intl.

About Mobage

The Mobage social games network and platform hosts over 70 first-party and third-party games that are available on the Apple App Store™ and Google Play™. Mobage features chart-topping apps including *Rage of Bahamut*, *Blood Brothers* and *Ninja Royale™*, casual games such as *Zombie Farm®* and *Tiny Tower*, licensed intellectual properties such as *Marvel: War of Heroes*, and core games such as *Quests & Sorcery™*, *Hellfire* and *Warriors of Odin*. Mobage also hosts mobile social games in other languages via separate regional networks. Mobage offers developers access to a suite of features to enhance their development environment, including a payment API, production and marketing support and

analytics tools. To learn more about Mobage, visit: <http://mobage.com>. For developers interested in publishing opportunities on Mobage, please visit: <https://developer.mobage.com>

About Square Enix Co., Ltd.

Square Enix Co., Ltd. develops, publishes, distributes and licenses SQUARE ENIX®, EIDOS® and TAITO® branded entertainment content around the world. The Square Enix Group operates a global network of leading development studios and boasts a valuable portfolio of intellectual property, including: FINAL FANTASY®, which has sold over 100 million units worldwide, and DRAGON QUEST® which has sold over 59 million units worldwide; TOMB RAIDER®, which has sold over 35 million units worldwide; and the legendary SPACE INVADERS®. Square Enix is a Japan-based, wholly-owned subsidiary of Square Enix Holdings Co., Ltd

More information on Square Enix Co., Ltd. can be found at <http://www.jp.square-enix.com/>

About FINAL FANTASY

Since the release of *FINAL FANTASY* in 1987, this unique RPG series continues to showcase the spectacular visuals, highly imaginative worlds and rich stories leading the industry and earning the highest accolades from users around the world. Titles of the series have so far achieved a cumulative shipment of over 100 million units worldwide.

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