

***SQUARE ENIX Group in Collaboration with  
On Demand TV Inc., Itochu Corporation, and NTT West Corporation  
for Video on Demand Service***

**Tokyo, Japan (March 7, 2005)** – Square Enix Co., Ltd. (Tokyo, Japan, “Square Enix”) announced today that it has been in a collaboration to develop the user interface of a set top box (STB) for On Demand TV, Inc. (Tokyo, Japan). On March 9, 2005, with Itochu Corporation and Nippon Telegraph and Telephone West Corporation, On Demand TV, Inc. will be launching an IP video on demand (VOD) service for NTT East/West’s Flet’s service users.

“On Demand TV” is a VOD service delivering movie and animation content to televisions. Users can access movies at any time via NTT East/West’s Flet’s Ipv6 network by connecting a STB to their television.

Demonstrating its expertise in developing interactive game content and its cross-platform software solution, Square Enix and UIEvolution, Inc., a US subsidiary of Square Enix, have developed an interface that is simpler and more flexible than that of former web browser-based devices.

Square Enix has previously collaborated with KDDI Corporation and Okinawa Cellular Corporation to create a search engine and interface for “EZ Game Street!,” a game portal service launched in February. Square Enix will continue its technology development in order to promote the widespread distribution of digital content.

For more details, please see the attached sheet.

### **1. About “On Demand TV”, a Video on Demand Service**

“On Demand TV” is an IP video on demand service provided by On Demand TV, Inc. Users can access movies at any time via NTT East/West’s Flet’s network service by connecting a STB to a television.

For more details, please see the websites of On Demand TV, Inc. (<http://www.ondemandtv.co.jp/>), Itochu Corporation (<http://www.itochu.co.jp/>), Nippon Telegraph and Telephone West Corporation (<http://www.ntt-west.co.jp/>).

### **2. About On Demand TV, Inc.**

On Demand TV is a joint venture between Itochu Corporation, a leading trading company, and NTT West Corporation. The goal is to capture the promising IP-based entertainment service market in Japan. On Demand TV’s shareholders also include NTT East Corporation and Sky Perfect TV Communications Inc., the largest digital multi-channel satellite broadcasting service provider in the nation. On Demand TV is headquartered in Tokyo, Japan. (<http://www.ondemandtv.co.jp/>)

### **3. About SQUARE ENIX CO., LTD.**

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/> .

### **4. About UIEvolution, Inc.**

UIEvolution’s cross-platform software solution enables the design, development and deployment of applications that work on any device, operating system, and communications network. Several of the industry’s top entertainment companies and network providers rely on UIEvolution’s powerful software platform to create robust consumer applications that deliver an exceptional user experience to their customers. UIEvolution’s software technology is currently being delivered to millions of perpetual users worldwide. (<http://www.uievolution.com/>)

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