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SQUARE ENIX Signs Exclusive Distribution Agreement with Ubisoft

Agreement to Strengthen SQUARE ENIX's Product Lineup and Diversify Japanese Game Market

Tokyo, Japan, (Jan. 8, 2009) – Square Enix Co., Ltd. (Square Enix) today announced that Square Enix and Ubisoft Japan entered into an exclusive distribution agreement under which Square Enix is entitled to distribute UBISOFT Group games exclusively in Japan starting April 2009.

In the increasingly consolidated video game industry, Square Enix has been implementing strategic initiatives to expand its product lineup and strengthen its presence as a global game publisher. In 2008, the company began publishing third-party titles in PAL territories, and in December 2008, published its first overseas-produced game in Japan with the launch of UK-based Frontier Developments Ltd's *LostWinds*[™] for WiiWare[™]. This exclusive distribution agreement for UBISOFT Group games will be another key step to achieve the aforementioned goal.

"The global video game market is expected to maintain sustainable growth thanks to geographical expansion and diversification of customer base," said Yoichi Wada, president and representative director of Square Enix. "By partnering with the UBISOFT Group having a number of highly acclaimed titles, we can now work to provide high-quality overseas-produced games to Japan, thus invigorating the Japanese game market while strengthening our presence as a global leader in the video game industry."

Details on games to be released will be available at a later time.

About UBISOFT Group and Ubisoft Japan

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has teams in 28 countries and distributes games in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2007-08 fiscal year, Ubisoft generated sales of 928 million euros. (www.ubisoftgroup.com.)



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 47 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/>.

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