

FOR IMMEDIATE RELEASE

**Latest in FINAL FANTASY Series -
FINAL FANTASY XIII Achieves
Over 5 Million Unit Shipments Worldwide**



TOKYO, JAPAN (March 10, 2010) – Square Enix Co., Ltd. (Square Enix) announced today that sell-in shipments of the hugely popular FINAL FANTASY®XIII have now exceeded the 5 million unit milestone. FINAL FANTASY XIII was released on March 9, 2010 in North American, European and other PAL markets where it's available for both the PlayStation®3 computer entertainment system and the Xbox 360® video game and entertainment system.

With shipments of FINAL FANTASY XIII in North America and PAL territories surpassing 3 million units as well as strong sales since launch on December 17, 2009 in Japan, cumulative shipments of the FINAL FANTASY series have now reached 96 million units.



About 3,500 fans and media gathered for one of the large French retail Fnac's largest events at the Champs-Elysees store.

From the release of the first FINAL FANTASY in 1987, this unique RPG series has continued to offer the industry's most advanced graphics, highly imaginative worlds and rich stories as it gains the highest accolades from users around the world. FINAL FANTASY XIII is internationally-acclaimed for the creation of a brand new entertainment experience with a state-of-the-art battle system and unparalleled visuals that help create a feeling of total emersion in the environment.



In advance of the March 9th game release in North America and PAL territories, launch events were held in San Francisco and Paris on March 8th as well as in London on March 9th. The events drew extremely large numbers of fans and were covered widely by local media.

The lively launch party in San Francisco featured industry VIPs participating in a "talk show" styled discussion as well as the viewing of FINAL FANTASY XIII scenes in 3D.

(Product details)

Title	FINAL FANTASY XIII
Platforms	PlayStation 3 / Xbox 360 (exclusive to PlayStation 3 in Japan)
Genre	RPG
Release dates	On sale now Japan: December 17, 2009 North America and PAL territories: March 9, 2010
Suggested retail prices	Japan: JPY 9,240 United States: USD 59.99* Europe: EUR 59.99-69.99 / GBP 49.99 *excluding tax
Ratings	Japan: B (CERO) United States: T (ESRB) Europe: 16 (PEGI)
Copyrights	©2009, 2010 SQUARE ENIX CO., LTD. All Rights Reserved. CHARACTER DESIGN:TETSUYA NOMURA
Official sites	Japan: www.square-enix.co.jp/fabula/ff13/ United States: www.finalfantasyxiii.com Europe: www.finalfantasy13game.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 96 million units worldwide, and DRAGON QUEST® which has sold over 53 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/>.

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