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SQUARE ENIX ANNOUNCES FIRST LAUNCH TITLE FOR OUYA FROM FINAL FANTASY SERIES FINAL FANTASY III to join OUYA's launch lineup in 2013

TOKYO (July 31, 2012) – Square Enix Co. Ltd. today announced that FINAL FANTASY® III will debut with the new OUYA game console at its launch, which is currently expected for March 2013. Square Enix is also considering other titles for OUYA.

The OUYA game console is Android-based hardware intended to be played on televisions with game controllers. The OUYA version of FINAL FANTASY III will have, for the first time, a free-to-try demo version of the game, as well as renewed controller support.

First released in 1990, FINAL FANTASY III was the first title in the FINAL FANTASY series to become one million-seller, establishing once and for all that Square Enix's classic RPG saga was here to stay. The full 3D remake released 2006 duplicated the original's success, selling over a million copies worldwide, this version will be fully optimized for release on the OUYA console.

FINAL FANTASY III was a hallmark of innovation for the entire series, from the job system that lets characters change classes at any time to the ability to summon powerful creatures such as Shiva and Bahamut. When darkness falls and the land is robbed of light, four youths are chosen by the crystals to set forth on a journey to save the world.

Interested fans can learn more about the game at its homepage :

<http://dlgames.square-enix.com/ff/ff3/en/index.html>.

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 100 million units worldwide, and DRAGON QUEST® which has sold over 59 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>.

About OUYA

OUYA is a new kind of game console for the TV that upends the console market by bringing the openness of mobile and Internet platforms to console games for the first time. Built on Android, OUYA is

affordable and open, but still powerful. For gamers, Ouya provides an alternative to traditional consoles, with great games—all of which are free to play. For developers OUYA has removed many of the barriers associated with publishing games to consoles, making it easier than ever before to bring creative concepts to life on the TV. Conceived of by game industry vet, Julie Uhrman, designed by world-class designer Yves Behar and the fuseproject, and supported by industry legends including Brian Fargo, Ed Fries and Adam Saltsman, OUYA was unveiled on Kickstarter in July. OUYA had the biggest-ever single day on Kickstarter, raising its 30-day target of \$950,000 in eight hours. OUYA currently has more than 45,000 backers who have contributed almost \$6M to fund the effort. The OUYA Kickstarter ends August 8.

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