

FOR IMMEDIATE RELEASE

**FINAL FANTASY XIV Download Sales to Surpass Expectations,
Digital Downloads Suspended to Ensure Sound Gameplay Environment**



TOKYO (Aug 28, 2013) – Square Enix Co., Ltd. (Square Enix) today announced that they have temporarily halted sales of the digital download version of FINAL FANTASY XIV: A Realm Reborn (FFXIV: ARR) due to an unexpectedly high number of users playing at the same time, numbers which far exceeded original forecasts.

The temporary suspension of sales applies only to the digitally distributed Windows and PlayStation 3 versions of the game. Please see below for further details.

■ **Over 187,000 concurrent connections**

Since the start of early access on Saturday, August 24th and through the start of official service on Tuesday, August 27th, FFXIV: ARR has been well received by players. Users are playing for long periods of time, recording over 187,000 users connected concurrently at the highest peak. However, due to this high level of popularity, the amount of users that are able to log into the game has been limited in order to reduce excessive traffic. This restriction has resulted in a great deal of inconvenience to players. We are currently working hard to expand the system, including server capacity in both the Japanese and North American & European data centers. Judging from login numbers observed during the early access period, we anticipate that the number of concurrently connected users will reach 200,000 shortly.

■ **Temporary restriction on the distribution of the digital download version**

As a result of our forecasts, which are based on the number of logins and sales numbers up to this point, it



is certain that by the end of this week, servers will host a larger number of users than we had originally anticipated. Therefore, we have decided to place a temporary restriction on sales of the digital download versions in order to be able to ensure a sound gameplay environment for those who have already purchased the game. However, the restriction will only be enacted for a limited time. We anticipate that sales of the digital download version will resume next week following the measures that we are currently implementing.

■ Expansions to servers and their increased capabilities

At present, our development and operations teams are preparing to introduce additional Worlds to the Japanese and North American & European data centers, as well as working to enhance both the login and player matching processes in order to be able to cope with further demand. We are confident that the maximum number of concurrent users will increase. The tasks needed to make this happen are scheduled to be completed early next week.

At a later date, we will make another announcement to inform you as to when the digital download version will be made available, when the expansion work at the data centers is expected to be completed and so forth. Users that have already purchased either a physical copy or the digital download version of FFXIV: ARR, please rest assured that your gameplay will not be affected by the halting of digital download sales.

•FINAL FANTASY XIV: A Realm Reborn Lodestone

<http://na.finalfantasyxiv.com/lodestone/>

<http://eu.finalfantasyxiv.com/lodestone/>

•FINAL FANTASY XIV: A Realm Reborn Product Information

<http://na.finalfantasyxiv.com/product/>

<http://eu.finalfantasyxiv.com/product/>

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 62 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

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