

## **FOR IMMEDIATE RELEASE**

### **SQUARE ENIX GROUP Support for Japan Earthquake and Tsunami Relief Efforts**

**Tokyo, Japan (March 16, 2011)** – Square Enix Group (the Group) today announced that, following Tohoku Pacific Earthquakes and Tsunami, the Group will donate 100 million Japanese yen to help relief and recovery efforts in the affected regions. Additionally, the Group will collect charity donations from employees worldwide for the disaster relief fund.

The Group also plans to host several support programs through select Square Enix online services and the amusement facilities that TAITO operates across Japan.

We send our deepest sympathy and prayers to the victims, and for those injured we sincerely hope for their full and earliest recovery.

#### **I. Support from the Square Enix Group**

1. Donation to the amount of 100 million Japanese yen from Square Enix Holdings Co., Ltd.
2. Donation collections from Square Enix Group employees worldwide

Both donations will be sent for the relief and recovery efforts in the affected regions through the Japan Earthquake and Tsunami fundraising campaign launched by The Japanese Red Cross Society.

#### **II. Support programs through services and amusement facilities of the Square Enix Group**

##### **1. SQUARE ENIX CO., LTD.**

- i. Donation program started on March 14 through the online game service *SENGOKU IXA*. The donations are collected through the placement of a special charity item. All sales of the item will be donated through Yahoo! Charity Fund.  
SENGOKU IXA website : <http://sengokuixa.jp/>
- ii. Square Enix will also host a donation program using Square Enix Crysta®, the billing system provided for a Square Enix Account that is a free service provided in all of

Square Enix's online services. The details of this program will be announced through the Square Enix account website at a later date.

Square Enix Account website :

Japan: <http://www.square-enix.com/jp/account/> (Japanese)

North America: <http://www.square-enix.com/na/account/> (English)

Europe: <http://www.square-enix.com/eu/en/account/> (English)

## 2. TAITO CORPORATION

- i. TAITO will collect donations from the customers at the amusement facilities that TAITO operates across Japan. The details of the program will be announced on the TAITO website and at the facilities at a later date.
- ii. TAITO will also collect donations by placing special charity items in its social games for mobile phones, and all sales of the item will be donated. The details of the program will be announced on TAITO website at a later date.

TAITO website : <http://www.taito.co.jp/>

## 3. SMILE-LAB CO., LTD.

The virtual life community *Nicotto Town* will collect donations by placing a special charity item in its service, and all sales of the item will be donated. The details of the program will be announced on *Nicotto Town* website at a later date.

Nicotto Town website : <http://www.nicotto.jp/>

### **About The Square Enix Group**

The Square Enix Group leads a diverse range of content and service businesses as an integrated entertainment group. The Group develops, publishes, distributes and licenses entertainment content around the world under its internationally renowned brands including SQUARE ENIX®, EIDOS ® and TAITO® and operates a global network of leading development studios located in North America, Europe and Japan. The Group also boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 97 million units worldwide; DRAGON QUEST®, which has sold over 57 million units worldwide; TOMB RAIDER®, which has sold over 35 million units worldwide; and the legendary SPACE INVADERS®.

More information on the Square Enix Group can be found at <http://www.square-enix.com/eng/>