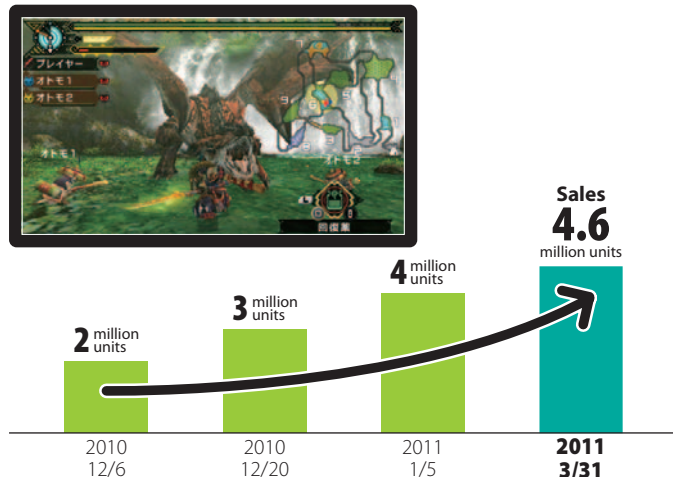


# A Title Boasting Unprecedented Popularity “Monster Hunter Freedom 3”



## Four Million Units Sold in One Month, the Fastest Selling Title in PSP History

On December 1, 2010, the latest installment of the “Monster Hunter” series, “Monster Hunter Freedom 3” went on sale for the PlayStation Portable (PSP). There was an immediate buzz surrounding the release since players in this edition could talk to one another during play. As soon as the game went on sale, it began selling out everywhere. The previous installment in the series “Monster Hunter Freedom Unite” sold four million units over two and a half years, but it took “Monster Hunter Freedom 3” only one month to achieve the same. The entire series has sold over 18 million units (as of March 31, 2011). As of March 31, 2011, sales had surpassed 4.6 million, and it remains the best selling PSP game of all time.



### Making the Hits

#### 1 Create Conversation, Propose a New Style of Fun



The distinctive aspect of “Monster Hunter” series is that it can be played by experts or beginners, or even by people who aren’t that skilled at gaming. Even if a beginner is unable to take down a monster themselves, they can still communicate with friends, encourage one another and take part in the hunt, thus realizing a new style of fun. The game is also popular with entertainers, athletes and a variety of well-known people.

#### 2 Raising Expectations Through Other Industry Collaborations



Capcom worked with Uniqlo Co., Ltd., to create an original T-shirt to promote connections among other industries, attract existing fans and acquire new “Monster Hunter Freedom 3” users. With support from a local association, the hot spring resort Shibu in Nagano Prefecture was the setting for a promotional event that transformed the area into “Yukumo Village”, complete with structures and street facades from the game. The event included a specially decorated train to transport visitors. Despite being the off-season, more than 10,000 people turned out.

#### 3 Acquiring New Users Focused Mostly on Women



About four months before “Monster Hunter Freedom 3” went on sale, the spin-off “MONHAN NIKKI POKAPOKA AIRU MURA” featuring the series mascot “Felyne” (AIRU) was released for the PSP. With a heartwarming worldview, this lovable character was designed to attract new, primarily female users, and has helped contribute to widening the “Monster Hunter Freedom 3” purchase segment.

### “Monster Hunter” Series Multiple Usage Development

Based on Capcom’s Single Content Multiple Usage strategy, we can distribute content to home video game consoles as well as PCs, mobile phones and a variety of other platforms, while further developing the “Monster Hunter” world through various media including walkthrough strategy guides, concerts and character goods.



Mobile Games



Orchestral Concerts



TV Animation  
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Soundtracks