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Press Release

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10 Million Downloads Worldwide, Capcom's Social Game " Smurfs' Village "
Now Available in Japanese!

- Beeline Interactive Japan's Business Operations Officially Begin -

Capcom Co., Ltd. is pleased to announce that starting today, our subsidiary company, Beeline Interactive Japan Co., Ltd., will be making the worldwide social gaming sensation "Smurfs' Village" available in Japanese for iPhone, iPod touch, and iPad.

"Smurfs' Village" is a social game set in the colorful, comical world of the famous Belgian comic. Players take on the role of an elf-like character, known as a Smurf, to create the village of their dreams by doing such things as planting fields and building houses. Because of the high degree of freedom, the lovable characters, and the ability to link to and communicate through Facebook, this title broke the 10 million downloads mark in just 4 months. In addition, "Smurfs' Village" is recognized as a top brand throughout the world, as evidenced by its ability to become the top-grossing app on Apple's App Store in 62 countries.

It is under great expectations that Beeline Interactive Japan Co., Ltd. proudly releases its first title, the Japanese language version of "Smurfs' Village". Furthermore, with the release of the 3D movie "The Smurfs" nationwide in September, we expect that the characters' popularity will rise in the domestic market, further expanding the user base. It is our hope that this will be the first entry of many to come for Beeline Interactive Japan, and that they will continue to serve the needs of a variety of players.

We here at Capcom are committed to the development of new and creative social games and plan to take the rapidly expanding mobile market by storm through our secondary brand "Beeline". While fulfilling casual gamers' needs through Beeline, our primary "Capcom" brand will continue to focus on home console systems. Through this two-pronged strategy, the Capcom Group aims to continue expanding and increasing our brand value.

【 Product Details 】

1. Title	Smurfs' Village
2. Genre	Social Game
3. Platform	iPhone / iPod touch / iPad
4. Release Dates	(Japanese Version) Japan : July 15, 2011 (English Version) Canada : November 4, 2010 Worldwide : November 11, 2010



“Smurfs’ Village”

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