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Press Release

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**Capcom to Distribute Latest Beeline Brand Social Game
Based on the Hit Movie “Ghostbusters”**

- Aims to increase communications among families by using a social game that incorporates a popular movie -

Capcom Co., Ltd. (Capcom) is pleased to announce that subsidiary Beeline Interactive, Inc. (Beeline) has decided to start distributing in early 2013 a social game called “Ghostbusters” that is based on the hit movie of the same name.

Developing social games for smartphones and tablets is Beeline’s highest priority. The company has been very successful outside Japan with cumulative downloads of 74 million* for the titles it distributes. In addition, Beeline has been looking beyond young people, who are the primary users of smartphones, to attract new users who span three generations: grandparents, parents and children. As a result, Beeline serves a broad range of user segments. For example, women account for more than 57% of the people who use “Smurfs’ Village”.

Beeline plans to distribute the “Ghostbusters” social game worldwide. Based on the worldview of the movie “Ghostbusters”, which was a hit among people of all ages, this game will allow users themselves to serve as Ghostbusters. Their job is to drive ghosts out of New York City while upgrading their gear and characters. In addition, “Ghostbusters” social game is being developed as a game that allows “fathers and sons” to play together. “Smurfs’ Village” gives Beeline a large base of users among women, including “mothers, daughters and granddaughters”. By enlarging its lineup of social games, Beeline aims to further heighten its stature by making the Beeline brand synonymous with “games that can be enjoyed by three generations of users”.

Capcom is committed to the development of new and creative social games and plans to succeed in the rapidly expanding mobile market by focusing on two strategies. First is to use the “Beeline brand” for games that appeal to casual players. Second is to generate new synergies between home video games and social games under the “Capcom brand”. By taking these actions, the Capcom Group aims to continue to grow and increase the value of its brands.

*As of September 30, 2012

【Product Details】

1. Title	Ghostbusters
2. Genre	Social Game
3. Platform	iPhone / iPod touch / iPad
4. Release Date	(English Version) Global : Early 2013



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