

Press Release

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Capcom Co., Ltd.
Haruhiro Tsujimoto, President and COO
(Code No. 9697 Tokyo-Osaka Stock Exchange)

**Send Us Your Smile to Make a Photo Mosaic
for the Capcom Annual Report!**

- Expressing “Weaving a World of Smiles through the Power of Games”
to commemorate our 30th anniversary -

Capcom Co., Ltd. (Capcom) is pleased to announce the start of a campaign to collect photos that will be used to create a photo mosaic on the cover of Capcom’s 2013 Annual Report.

Every year, Capcom prints about 10,000 copies of its annual report for distribution worldwide. This publication is also available on the Capcom website in a digital format. The annual report is read by many investors, customers, students and other people with an interest in Capcom.

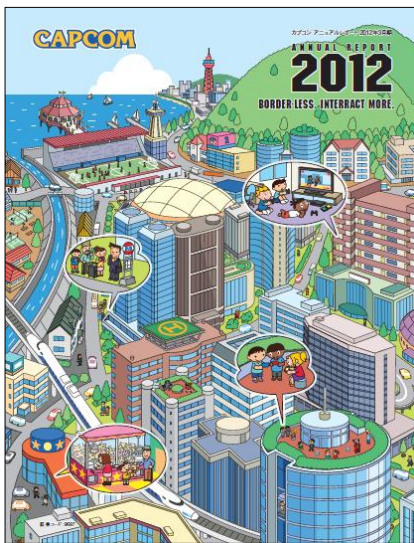
This campaign to collect photos of smiles is one way to celebrate Capcom’s 30th anniversary. People who enjoy Capcom products are asked to send in photos. The pictures can show you with a smile or can show you along with a Capcom product (game or character goods) or arcade. Photos may be used as part of a photo mosaic on the cover, as well as inside the 2013 Capcom Annual Report, which is to be completed in September 2013.

Please submit your photos by using the submission page on the Capcom IR website. Photos will be accepted from April 25 to May 31, 2013. There is no limit on the number of photos an individual can submit. Please visit the submission page for more information.

Capcom views its 30th anniversary year as a new beginning for the company. We will continue to use our sophisticated development skills and progress backed by basic research to create content that contributes to the advancement of the entertainment industry. We are also dedicated to increasing the satisfaction of our stakeholders and earning their trust.

【Photo mosaic campaign】

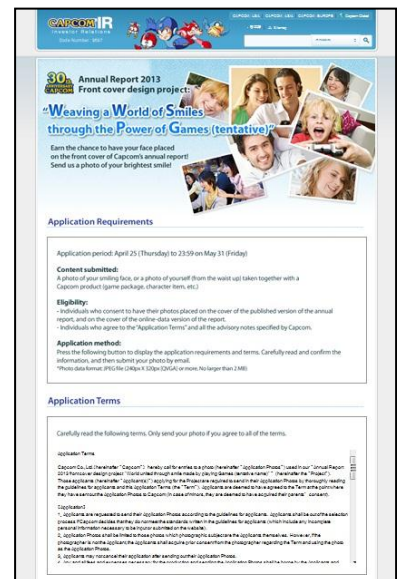
1. Campaign period	From April 25, 2013 (Thursday) to May 31, 2013 (Friday)(JST)
2. Photo requirements	Photos should show you with a smile or should show your upper body with a Capcom product (game or character goods) or arcade.
3. Conditions	<ul style="list-style-type: none"> • Everyone must agree to allow their photos to be used in both the printed and online version of Capcom's 2013 Annual Report. • Everyone must agree to the precautions and Capcom terms when submitting photos.
4. How to submit photos	Use the URL below to read the information and agreement concerning the submission of photos. Please use e-mail to send photos. (This page will produce an e-mail form. Photos can also be sent from a smartphone.) http://www.capcom.co.jp/ir/english/smilephoto/
5. Photo format	JPG (at least 240x320px, maximum of 2MB)
6. Publication date	The annual report will be distributed starting in early September 2013.



Cover of the 2012 Capcom annual report



The photo mosaic campaign pages
of the Capcom IR website



Inquiries regarding the above information may be directed to:

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