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Press Release

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**Three Osaka Neighboring Prefectures Select “Sengoku BASARA” Characters
for Auto Break-in Prevention Program**

- Warlords representing Osaka, Kyoto and Hyogo prefectures will help improve public safety -

Capcom Co., Ltd. (Capcom) is pleased to announce that three characters who appear in the popular game “Sengoku BASARA” will serve as the symbols for a joint campaign by the police departments of Osaka, Kyoto and Hyogo prefectures to prevent auto break-in. The characters are Yukimura Sanada, Keiji Maeda and Kanbei Kuroda.

The “Sengoku BASARA” series consists of action games that are based on warlords and events during Japan’s era of the warring states. The games represent unique and revolutionary worldviews in this era while allowing players to create stylish heroes. Since the first title of this series was released in 2005, “Sengoku BASARA” has been used in a broad range of applications in line with Capcom's Single Content Multiple Usage strategy. The captivating worldview of this series has been used in a broad spectrum of applications, which extend from animated programs and stage shows to collaboration with local governments. The popularity of this game series was reinforced again in January 2014 with Capcom’s launch of the latest addition to this series, “Sengoku BASARA 4”.

The Osaka prefectural police have been using “Sengoku BASARA” character Masamune Date in an automobile break-in prevention campaign that began in April 2013. The number of break-ins to steal items left in cars has decreased, mainly for car owners between the ages of 20 and 50. However, Osaka still ranks first among Japan’s prefectures in the number of automobile thefts, break-ins, thefts of automobile components and other automobile crimes.

Osaka, Kyoto and Hyogo prefectures have decided to start a joint campaign with the goal of ending Osaka’s position as the worst place for automobile crimes and reducing the number of these crimes in Kyoto and Hyogo prefectures. All three prefectures will use posters and other promotional activities that feature a warlord who is associated with each prefecture: Yukimura Sanada, Keiji Maeda and Kanbei Kuroda. The three prefectures plan to produce 10,000 posters and 250,000 flyers for distribution at public facilities and auto parts stores.

Capcom has a strong commitment to serving as a responsible and trusted member of society. The company will continue to conduct extensive CSR activities that include the use of its games to invigorate communities and prevent crime.

【Media for the campaign (tentative)】



Poster (automobile break-in)



Flyer

(reverse side, face side is same as the poster)

【Worst three prefectures of auto-crimes (as of December 31, 2013)】 (case)

	Automobile break-ins	Thefts of components	Automobile thefts
1st	Osaka 13,442	Osaka 8,356	Chiba 3,295
2nd	Aichi 8,697	Aichi 5,272	Aichi 2,712
3rd	Chiba 5,952	Saitama 3,532	Osaka 2,466

【Victims of auto-crimes in Osaka prefecture (as of December 31, 2013)】 (case)

		Twenties	Thirties	Forties
Automobile break-ins	2013	2,356	3,405	3,275
	2012	2,391	3,707	3,547
Thefts of components	2013	1,536	1,809	1,911
	2012	1,671	1,918	1,937
Automobile thefts	2013	360	545	578
	2012	376	555	585

【Summary of the “Sengoku BASARA 4” home video games】

1. Title	Sengoku BASARA 4
2. Genre	Stylish Hero Action
3. Platform	PlayStation®3
4. Release Date	January 23, 2014



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