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Press Release

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Capcom's "MONHAN NIKKI POKAPOKA AIRU MURA" Ships 500,000 Units!

- New Hit Title Gains Popularity Among Female Players -

Capcom Co., Ltd. (Capcom) is pleased to announce that "MONHAN NIKKI POKAPOKA AIRU MURA" for the PlayStation®Portable (PSP®) system has shipped 500,000 units in Japan.

"MONHAN NIKKI POKAPOKA AIRU MURA" is the first spin-off simulation game from Capcom's popular "Monster Hunter" series. In this game, players can enjoy experiencing the life of the Felyne, the mascot-like characters of the "Monster Hunter" universe. The Felyne's warm and friendly outlook of the world, as well as the easy and beginner-friendly gameplay makes for an experience different from that of traditional "Monster Hunter" games. Thanks to this, the game has attracted a brand new female-oriented fan base to complement the existing series fans, making for a breakaway hit.

Capcom's efforts to further promote this title among a wider fan base include collaboration with Sanrio Company, Ltd. and their "Hello Kitty" brand, as well as the release of the social game "MONHAN NIKKI MOBILE AIRU MURA" on the "Mobage-town" platform by DeNA Co., Ltd. Other promotional efforts include a television anime, which was broadcast in conjunction with the release of the game. For our core "Monster Hunter" fans, those who purchased "MONHAN NIKKI POKAPOKA AIRU MURA" will be able to access special items in "Monster Hunter Freedom 3", which will be released on December 1st. These strategies to appeal to the casual gaming audience have not only helped to spread the name recognition of the "Monster Hunter" brand, but also have succeeded in capturing a 50% female player base, an unprecedented for a Capcom game. This has helped to further increase the value of our brands.

We here at Capcom will continue our dedication to existing popular series, and in creating new series as well, widening the appeal of our games to include more women and families, reaching out to a broader audience.

【Product Details】

1. Title	MONHAN NIKKI POKAPOKA AIRU MURA
2. Genre	Airu Life
3. Platform	PSP® (PlayStation®Portable)
4. Release Date	August 26, 2010
5. Price	3,990 yen (including tax)

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