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Press Release

3-1-3, Uchihiranomachi, Chuo-ku

Osaka, 540-0037, Japan

Capcom Co., Ltd.

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**Capcom's "Mega Man" will be the Theme for This Year's ASIAGRAPH,
the Biggest Media-Arts Event in Asia**

- Mega Man's Appeal is Made Bigger with the Help of Several Hopeful Creators -

Capcom Co., Ltd. (Capcom) is pleased to announce that our beloved character, Mega Man, has been selected to be the mascot for ASIAGRAPH 2011. This event is the only event in Asia that focuses on digital content, and Mega Man will be the theme for this year's CG Art Gallery Mascot Exhibition.

ASIAGRAPH began in 2006 as a part of the Digital Content Expo and was established by Digital Content Association of Japan (DCAJ) to promote and support the creation of digital content from all of Asia's top CG creators and production companies. It is the largest media-arts event of its kind in Asia and the latest technology and products are announced and displayed.

This year, Capcom's Mega Man has been selected to be the theme for the CG Art Gallery Mascot Exhibition. Since the release of the first Mega Man game on the Nintendo Entertainment System in 1987, the series has gone on to sell over 28 million units and is one of Capcom's key franchises. Mega Man has reached the hearts of many around the world through not just his video games, but through TV anime series, movies, comics, character goods, and several other types of media as well. For this event, however, the theme will focus on Mega Man as a video game icon.

Capcom would like to take this opportunity with an internationally recognized event to support the various designs of Mega Man coming in from future creators. This will not only brew continued support from the Mega Man fans around the world, but will increase awareness and support for the Mega Man brand.

As a part of Capcom's "Single Content Multiple Usage" method, we will actively pursue media that brings content and users together. We strive to not only increase the brand's value, but to increase the company's profits as well.

What is ASIAGRAPH?

ASIAGRAPH is an event that showcases the famed digital content of Asia that comes from the fusion of the region's unique cultures, science, and media-arts. The world's leading Asian researchers and creators come together to present the latest technological advancements and announce new products at this monumental event. URL: <http://www.asiagraph.jp/>

“Mega Man” for the Nintendo Entertainment System



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