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Press Release

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**Capcom to Start Distributing “Shrek®’s Fairytale Kingdom”,  
a New Social Game Based on the Hit Movie Series “Shrek”**

- Expanding faster globally by steadily launching titles based on highly popular content -

Capcom Co., Ltd. is pleased to announce that our subsidiary company, Beeline Interactive, Inc. (Beeline) will release a new social game called “Shrek®’s Fairytale Kingdom” that is based on the hit movie series “Shrek”.

Beeline is focusing on the development of social games for smartphones. Cumulative downloads of titles distributed by the company, including “Smurfs’ Village” and “Snoopy’s Street Fair”, exceed 40 million. “Smurfs’ Village” has been an enormous success overseas, ranking as the top-selling app in the App Store sales rankings in 79 countries.

“Shrek®’s Fairytale Kingdom”, which Beeline plans to begin distributing in the first half of 2012, is a social game for the iPhone, iPod touch and iPad. Players respond to the requests of Shrek and other familiar characters that appear in the movie. The objective is to move the story along by expanding a village as buildings are added at each stage in the swamp where Shrek lives and in Duloc, just as in the original movie. In addition, as the game progresses, players gain the ability to view a storybook using a picture book format and relive the experiences. Furthermore, the game has many social game elements, such as the ability to exchange gifts, visit the villages of friends and put up buildings by cooperating with others.

We here at Capcom are committed to the development of new and creative social games and plan to take the rapidly expanding mobile market by storm through our two-pronged strategy, “Capcom” brand and “Beeline” brand. Our Capcom will continue to focus on home console systems, which will make synergy effects by both brands. Through this, the Capcom Group aims to continue expanding and increasing our brand value.

**【Product Details】**

1. Title	Shrek®'s Fairytale Kingdom
2. Genre	Social game
3. Platforms	iPhone / iPod touch / iPad
4. Release	Global distribution to begin in first half 2012



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