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Press Release

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Capcom To Launch Two New Social Games:

“Smurf Life” and “Chibimaruko-Chan to Okashi no Kuni”

- Popular content and new development resources in Thailand facilitate faster growth in Europe, North America and Asia -

Capcom Co., Ltd. (Capcom) is pleased to announce that it's Beeline Interactive, Inc. and Beeline Interactive Japan, Inc. subsidiaries (collectively “Beeline”) will be releasing “Smurf Life” and “Chibimaruko-Chan to Okashi no Kuni” for smartphones and tablet PCs. Both titles make use of much-beloved franchises and add to Beeline's growing library of freemium games.

Developing social games for smartphones and tablets is one of the highest priorities of Beeline. By distributing “Smurfs' Village” and other hit titles, Beeline has been highly successful in the social game market outside Japan with total game downloads of more than 74 million*. To continue growing in this market, Beeline is making extensive use of popular game characters in Japan and other countries and taking steps to expand operations in Asia.

“Smurf Life,” the follow-up to the company's blockbuster hit “Smurfs' Village” is expected to launch globally in December. Set in the same universe of “Smurfs' Village”, “Smurf Life” lets players build and customize a new Smurf hero to combat a storm spell created by the evil wizard Gargamel. By combing the village for resources and crafting tools and potions players will be able to rescue trapped Smurfs and heal the village.

Beeline will also be launching “Chibimaruko-Chan to Okashi no Kuni” in Japan. In the game, users construct buildings and villages made of delectable deserts by working with friends to gather ingredients. By incorporating popular characters, “Chibimaruko-Chan to Okashi no Kuni” is expected to appeal to a broad range of players and a cross-section of the family.

Separately, the company has also announced the establishment of “Beeline Interactive Thailand Co., Ltd.” operating out of Thailand. This new edition to the company strengthens Beeline's game development capabilities and positions the company to create more social smartphone games for Southeast Asian market.

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.

*As of September 30, 2012

【Product Details】

『Smurf Life』

1. Title	Smurf Life
2. Genre	Social Game
3. Platform	iPhone / iPod touch / iPad
4. Release Date	(English Version) Global : December 2012



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『Chibimaruko-Chan to Okashi no Kuni』

1. Title	Chibimaruko-Chan to Okashi no Kuni
2. Genre	Social Game
3. Platform	Android OS 2.3.3 or later, iPhone / iPod touch / iPad
4. Release Date	(Japanese Version) Japan: December 2012 (Android) January 2013 (iPhone / iPod touch / iPad)



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