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Press Release

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**Osaka Prefectural Police Selects “Sengoku BASARA” Character
for Auto Break-in Prevention Program**

- “Sengoku BASARA” sparked the sengoku (“warring states”) boom and will now prevent crime after helping invigorate communities -

Capcom Co., Ltd. (Capcom) is pleased to announce that the Osaka Prefectural Police Department has selected the “Sengoku BASARA” game character “Masamune Date” as the symbol for a campaign to prevent the theft of items left in automobiles.

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. Capcom plans to start selling the latest addition to this series, “Sengoku BASARA 4” for the PlayStation ®3 early in 2014.

Automobile thefts and automobile break-ins to steal items left in cars are a serious problem in Osaka prefecture. The prefecture ranked first in Japan in 2012 in the number of automobile break-ins and ranked first for the 13th consecutive year in the number of thefts of components from automobiles. The Osaka prefectural police decided to use the popular character “Masamune Date” for the first time for an effective public relations campaign for preventing automobile break-ins and other crimes involving motor vehicles. Approximately 5,000 posters featuring this character will be placed throughout Osaka. In addition, about 150,000 flyers will be distributed at public facilities and auto parts stores to reach as many residents of Osaka as possible.

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.

【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	Early 2014



*“PlayStation®” is registered trademark of Sony Computer Entertainment Inc.

【Media for the campaign (tentative)】



大阪府警察・一般社団法人日本損害保険協会

Poster (automobile break-in)



Flyer

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

【Number of auto-crimes (as of December 31, 2012)】

(case)

	Automobile break-ins	Thefts of components	Automobile thefts
Total Japan	102,798	51,197	21,070
1st	Osaka(13,910)	Osaka(8,500)	Aichi(3,186)
2nd	Aichi(11,104)	Aichi(7,890)	Chiba(2,380)
3rd	Fukuoka(6,407)	Saitama(3,721)	Osaka(2,349)
4th	Tokyo(6,179)	Tokyo(3,706)	Saitama(1,993)
5th	Saitama(5,948)	Hyogo(3,589)	Ibaraki(1,857)

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