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Press Release

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**“Sengoku BASARA 4” Characters Make Their First Appearance
in Red Feather Community Chest Campaign Posters**

- Characters that sparked the warring states boom will contribute to social welfare after helping invigorate communities and prevent crime -

Capcom Co., Ltd. (Capcom) is pleased to announce that characters in “Sengoku BASARA 4”, the latest version to this popular Capcom game franchise, have been chosen as the supporting characters for the Red Feather Community Chest of the Central Community Chest of Japan.

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, the captivating worldview of “Sengoku BASARA” has been used in a broad range of applications extending from animated programs to stage shows in line with Capcom's Single Content Multiple Usage strategy. In recent years, there have also been several instances of cooperation with local governments. “Sengoku BASARA” characters were used in 2009 to encourage voting in the Miyagi prefecture gubernatorial election and in 2013 as part of a campaign by the Osaka Prefectural Police Department to prevent auto break-in. Capcom plans to start selling the latest version to this series, “Sengoku BASARA 4” for the PlayStation®3, early in 2014.

The purpose of this collaboration between “Sengoku BASARA 4” and the Red Feather Campaign is to receive donations from young people from teenager to thirties, an age segment known as the “game generation.” Posters and clear file folders featuring Masamune Date and other “Sengoku BASARA 4” characters will be produced for this charity drive. The campaign is conducted jointly by the community chest associations of 31 prefectures in Japan including Miyagi, which was damaged by the Great East Japan Earthquake. Posters and files will be used to raise awareness of the Red Feather Campaign, which starts in October, and as appreciation to people who give donations.

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 contribute to social welfare.

【Design of goods】



A design for the Red Feather Campaign poster



The back of a file folder for the Red Feather Campaign

*The front is to be the same as the poster.

【Product Details】

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.



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