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Press Release

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Osaka, 540-0037, Japan  
Capcom Co., Ltd.  
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(Code No. 9697 Tokyo Stock Exchange)

**Capcom Collaborates with Gakken Holdings and Dai Nippon Printing  
to Set Up a New Kids' Corner**

- Safe and secure amusement corner for kids offers "edutainment" that combines learning and pleasure -

Capcom Co., Ltd. (Capcom) is pleased to announce that kids' corner with an hourly fee will be opened in collaboration with Gakken Holdings Co., Ltd. (Gakken Group) and Dai Nippon Printing Co., Ltd. (Dai Nippon Printing). The corner will open as part of the September 13 grand opening of the remodeled "Plaza Capcom Shitoro" amusement facility, which is located in the city of Hamamatsu, Shizuoka Prefecture and operated directly by Capcom.

Capcom operates a number of "Plaza Capcom" amusement facilities in Japan that are located mainly in large shopping centers. The arcades have targeted also families and women, and in recent years, arcades have been working on attracting both younger and older customers. For example, there are hands-on game center tours for seniors and a kids' corner "Monhan Nikki Wanpaku Airu Mura Kids" with a design that uses images from Capcom's home video games.

The new kids' corner will be called "Asobi Oukoku peekaboo" and have an hourly fee. The Gakken Group will supply the "Analog Picture Book Library" that has about 300 picture and reference books to cover a broad range of the education sector. Dai Nippon Printing will provide a "Digital Picture Book Library" that allows children to use touch panels for the direct enjoyment of digital picture books. Combining analog and digital books creates an environment that facilitates communication among children as well as between children and their parents. The corner also has an indoor "Kids Sand Park" that is filled with anti-bacterial sand to ensure safety and hygiene. Overall, the kids' corner is both a place where children can play in safety as well as have a learning experience. The objective is to create an "edutainment" space that fosters the development of children's creativity.

Capcom will continue to view amusement facilities as more than merely places where people enjoy game machines in order to provide many types of enjoyment with the goal of building a new source of earnings.

## 【Facility Details】

1. Name	Asobi Oukoku peekaboo (Plaza Capcom Shitoro)	
2. Area	About 70 tsubo (Plaza Capcom Shitoro 541 tsubo)	
3. Address	5605 Shitorocho, Nishi-ku, Hamamatsu Shizuoka AEON MALL Hamamatsu Shitoro 3F	
4. Business hours	Asobi Oukoku peekaboo	10:00~18:00 (Plan)
	Plaza Capcom	10:00~22:00
5. Entrance fee	30 minutes : 400 yen, 60 minutes : 700 yen, extend 30 minutes : 300 yen	
6. Open date	September 13, 2013	

## 【Conceptual drawing】



\* The actual kids' corner may differ from this conceptual drawing.

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