



March 14, 2014

Press Release

3-1-3, Uchihiranomachi, Chuo-ku
Osaka, 540-0037, Japan
Capcom Co., Ltd.
Haruhiro Tsujimoto, President and COO
(Code No. 9697 Tokyo Stock Exchange)

“Monster Hunter” Crepe Shop to Open at Plaza Capcom

- Goal is to use a character-themed food shop to attract a broader spectrum of users
after the April 2014 consumption tax hike -

Capcom Co., Ltd. (Capcom) is pleased to announce that a crepe shop called “Monhan Sweets Airou Crepe Shop” will start operations on March 15 at the Plaza Capcom amusement arcade in Oita (“Plaza Capcom Oita”) which has just been remodeled. The shop will use a theme based on Capcom characters and will be operated in collaboration with “Harajuku Marion Crepe”, which has 73 crepe shops in all areas of Japan.

Most of the Plaza Capcom amusement arcades operated by Capcom are located in large shopping centers. Families and women are the primary user segments. In recent years, these arcades have been working on attracting more younger and older customers because of the anticipated effects of the upcoming consumption tax increase. For seniors, Plaza Capcom locations have been holding hands-on game center tours. To increase the number of children, Plaza Capcom is adding kids’ corners that have an hourly fee. Called “Asobi Oukoku peekaboo”, the corners will be set up by using collaboration with Gakken Holdings Co., Ltd. and Dai Nippon Printing Co., Ltd.

“Monhan Sweets Airou Crepe Shop” will have an original menu based on “Monster Hunter” characters like “Airou” and “Meraru” that are popular among women, too. The aim is to increase the number of families and women who visit Plaza Capcom arcades. After opening the first crepe shop in Oita, Capcom plans to open shops at other Plaza Capcom locations.

Capcom views amusement arcades as much more than merely a place where people come to enjoy game machines. More actions will be used to achieve the goal of creating a safe, worry-free environment at these arcades that allows people of all ages to interact with each other while enjoying amusement facilities.

【Facility Details】

1. Name	Monhan Sweets Airou Crepe Shop (Plaza Capcom Oita)	
2. Address	2-1 Koendori-nishi, Oita-shi, Oita Park Place Oita 2F	
3. Business hours	Monhan Sweets Airou Crepe Shop	10:00～22:00 (Plan)
	Plaza Capcom	10:00～23:00
4. Open date	March 15, 2014 (Plan)	



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