



January 27, 2015

Press Release

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Three Osaka Neighboring Prefectures Select “Sengoku BASARA” Characters for Auto Break-in and Other Vehicle-related Crime Prevention Program

- Warlords representing Osaka, Kyoto and Hyogo prefectures will help improve public safety -

Capcom Co., Ltd. (Capcom) today announced that three characters who appear in the popular game “Sengoku BASARA” will serve as the symbols for a joint campaign by the police departments of Osaka, Kyoto and Hyogo prefectures to prevent auto break-in and other vehicle-related crimes. The characters are Yukimura Sanada, Keiji Maeda and Kanbei Kuroda.

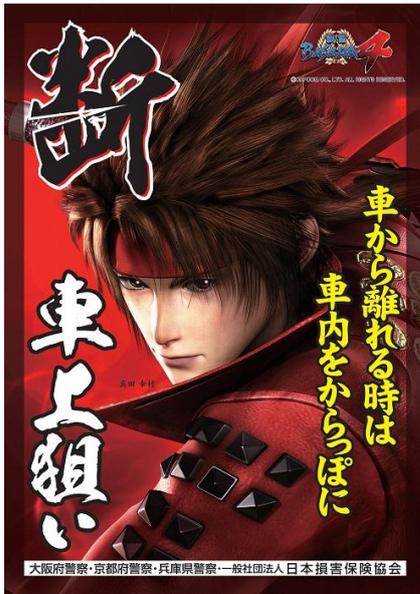
The “Sengoku BASARA” series consists of action games that are based on warlords and events during Japan's era of the warring states. The games represent unique and revolutionary worldviews in this era while allowing players to create stylish heroes. Since the first title of this series was released in 2005, “Sengoku BASARA” has shipped a total of 3.6 million copies in Japan and overseas (As of September 30, 2014). Coming up on its 10th anniversary this year, 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. Further, the new release “Sengoku BASARA 4 SUMERAGI” for PlayStation®4 and PlayStation®3 is scheduled to go on sale in the summer of 2015.

The Osaka prefectural police have been using “Sengoku BASARA” in two automobile break-in and other vehicle-related crime prevention campaigns that began in April 2013 and February 2014 respectively, and the number of break-ins to steal cars and parts such as number plates has decreased. However, Osaka ranked first in 2014 among Japan's prefectures in the number of automobile crimes, particularly car break-ins involving theft of articles from cars.

Osaka, Kyoto and Hyogo prefectures have decided to start a joint campaign this year with the goal of reducing the number of these crimes. All three prefectures will use posters and other promotional activities that feature a warlord who is associated with each prefecture: Yukimura Sanada, Keiji Maeda and Kanbei Kuroda. The three prefectures plan to produce 10,000 posters and distribute 250,000 flyers through police stations and distribution outlets including auto-supply shops.

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.

【Media for the campaign (tentative)】



Poster (automobile break-in)



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

【Worst three prefectures of auto-crimes (as of December 31, 2014)】 (case)

	Automobile break-ins	Thefts of components	Automobile thefts
Nationwide	75,290	37,792	16,104
1st	Osaka 13,617	Osaka 7,106	Aichi 2,724
2nd	Aichi 6,094	Aichi 4,565	Osaka 2,184
3rd	Tokyo 4,982	Tokyo 3,135	Chiba 1,846

【Summary of the “Sengoku BASARA 4 SUMERAGI” home video games】

1. Title	Sengoku BASARA 4 SUMERAGI
2. Genre	Stylish Hero Action
3. Platform	PlayStation®4 / PlayStation®3
4. Release Date	Summer 2015



*PlayStation® is a registered trademark of Sony Computer Entertainment, Inc.

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