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Press Release

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Osaka, 540-0037, Japan

Capcom, Co., Ltd.

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(Code No. 9697 First Section of the Tokyo Stock Exchange)

**“Sengoku BASARA” Character Selected to Promote
Kochi Gubernatorial Election**

- Motochika Chosokabe is coming to the real world to raise awareness of the Kochi election -

Capcom Co., Ltd. (Capcom) today announced that the Kochi prefectural government will use Motochika Chosokabe, a character in Capcom’s popular “Sengoku BASARA” series of games, in activities to raise awareness of the November 15 election to choose the next governor of Kochi.

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 the era. Starting from the launch of the first game in the series in 2005, Capcom has pursued its Single Content Multiple Usage strategy in which we leverage our brands in order to bring spectacular worldview to animation, stage productions and other forms of entertainment. In addition, local governments have been using “Sengoku BASARA” characters. Capcom characters have been used in public-sector promotional activities on several occasions in recent years. The prefectures of Osaka, Kyoto and Hyogo have been using a “Sengoku BASARA” character since 2014 in a campaign to prevent automobile break-ins. In addition, Capcom has a comprehensive alliance with the city of Kofu in Yamanashi prefecture for the use of game characters until 2019 for community activities and campaigns.

For the November election for governor, Kochi Prefecture decided to feature Motochika Chosokabe to make people aware of the election and increase the participation of young voters. After the most famous Ryoma Sakamoto, Motochika Chosokabe is regarded as a symbol of Kochi. He is also well known as a popular character in Capcom’s “Sengoku BASARA” games. He is also well known as a popular character in Capcom’s “Sengoku BASARA” games. Motochika Chosokabe will be featured on posters, TV commercials, radio and newspaper advertisements, street car wrapping, and in other high-profile locations. In 2009, Miyagi prefecture used the “Sengoku BASARA” character Masamune Date for a gubernatorial election. The prefecture believes that posters featuring this character helped attract young voters and raise the voter turnout ratio.

Capcom will continue to make extensive use of a variety of media in all of its business activities in a manner that matches the characteristics of content and users in accordance with the Single Content Multiple Usage strategy. The objective is more growth in sales and earnings while playing a role in invigorating communities and maximizing the value of Capcom’s brands.

【Here is a sample of how the media will be used】



TV Commercial



Election Poster

【Product Details】

“Sengoku BASARA 4 SUMERAGI”

1. Title	Sengoku BASARA 4 SUMERAGI
2. Genre	Stylish Hero Action
3. Platform	PlayStation®4、PlayStation®3
4. Release Date	July 23, 2015



*"PlayStation" is registered trademark of Sony Computer Entertainment Inc.

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