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Press Release

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***Sengoku BASARA* characters to be used in Taiga Drama
Sanada Maru/Sengoku Wakayama Promotional Campaign!**
- Characters that started the “Sengoku” trend to contribute to local revitalization
with the Wakayama Prefecture at historic Sanada-related sites -

Capcom Co., Ltd. (Capcom) today announced that characters from *Sengoku BASARA Sanada Yukimura Den*, an upcoming entry in the hit series, will be utilized by the Taiga Drama Sanada Maru/Sanada Yukimura & Sengoku Wakayama Promotional Campaign Association, led by local regional governments including Wakayama Prefecture.

The *Sengoku BASARA* series consists of action games that put a bold, fresh twist on the warlords and events of Japan's Warring States period. Beginning with the first game of the series in 2005, Capcom has pursued its Single Content Multiple Usage strategy to leverage the unique world of this IP into a variety of entertainment, including animation and stage productions. In recent years, Capcom has promoted cooperation with local governments, and in addition to providing *Sengoku BASARA* characters as mascots for automobile break-in prevention and to raise public awareness of elections, Capcom is contributing to promoting tourism among the youth demographic via a comprehensive agreement with Kofu City in Yamanashi Prefecture to utilize *Sengoku BASARA* characters in local revitalization activities through 2019.

This most recent tie-up was realized after the aforementioned association was motivated by the NHK Taiga drama *Sanada Maru* to promote tourism and requested to use Capcom's *Sengoku BASARA* characters, who boast immense popularity among young men and women. Capcom will work with the association to bolster Wakayama Prefecture's tourism with events including the *Sengoku BASARA*×*Sengoku Wakayama Stamp Rally* that visits sites related to the real-life Sanada, and the *Sengoku BASARA Wakayama Free Pass* issued by JR West. Additionally, Sanada Yukimura, the protagonist from Capcom's upcoming *Sengoku BASARA Sanada Yukimura Den* (scheduled to be released on August 25), will appear on the cover of *Sanada Yukimura and Sengoku Wakayama Monogatari*, a pamphlet that lists tourism and culinary information for the Wakayama Prefecture.

Further revitalization activities in the Wakayama Prefecture include the *Sengoku BASARA*×*Nankai Dentetsu Summer Corps*, where Nankai Electric Railway is running trains wrapped in characters from the series, and the *Sengoku BASARA Sanada Taxi*, where the exterior of Yutaka Transport vehicles have been done over with Sanada Yukimura.

Capcom is committed to serving as a responsible corporate citizen and will continue to conduct proactive CSR activities that include the use of its games to invigorate communities and contribute to society.

[Program Summary]

Name	Sengoku BASARA×Sengoku Wakayama Stamp Rally
Dates	Monday, August 1, 2016 – Sunday, October 2, 2016
Details	Visit historic Sanada-related sites within the Wakayama prefecture and collect stamps of characters from <i>Sengoku BASARA Sanada Yukimura Den</i> before heading to the goal at Wakayama Marina City. Character panels will be set up at the train station nearest to each site.

Name	Sengoku BASARA Wakayama Free Pass
Sale Period	Friday, July 29, 2016 – Sunday, October 2, 2016
Dates Valid	Two consecutive days between Monday, August 1, 2016 – Monday, October 3, 2016
Details	Will sell 2-day unlimited ride passes for JR Wakayama Line (Wakayama – Hashimoto Stations), Wakayama Electric Railway Kishigawa Line, and bus lines between specific wards within Wakayama City. Rental cycles available for 4 hours of use at the <i>Tachiyori Dokoro</i> in Hashimoto City.



Front and back covers of *Sanada Yukimura and Sengoku Wakayama Monogatari*, Wakayama Prefecture Tourism Information Magazine



Taiga Drama Sanada Maru/Sanada Yukimura & Sengoku Wakayama Promotional Campaign Association Logo

[Summary for the home video game *Sengoku BASARA Sanada Yukimura Den*]

1. Title	Sengoku BASARA Sanada Yukimura Den
2. Genre	Stylish Hero Action
3. Platform	PlayStation®4, PlayStation®3
4. Release Date	August 25, 2016 (scheduled)

*“PlayStation” is registered trademark of Sony Interactive Entertainment Inc.



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