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Press Release

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***Sengoku BASARA* and Hamamatsu, Shizuoka to Collaborate!**

- Ii Naotora and Tokugawa Ieyasu, two popular warlords from  
the game to contribute to the revitalization of Hamamatsu -

Capcom Co., Ltd. (Capcom) today announced characters from its popular game series *Sengoku BASARA* will be utilized in a regional revitalization and tourism program being carried out by the City of Hamamatsu's Onna Jyoshu Naotora Promotional Campaign Association.

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 in the Yamanashi Prefecture to utilize *Sengoku BASARA* characters in local revitalization activities through 2019.

This most recent collaboration was orchestrated with the goal of promoting tourism by utilizing Capcom's *Sengoku BASARA*, which boasts immense popularity among young men and women, and based upon the historical resources of the Warring States period possessed by Hamamatsu. As the main thrust of the program Capcom plans to display tourism posters within Hamamatsu and distribute pamphlets and novelty items, as well as set up life-sized cutouts of characters Ii Naotora and Tokugawa Ieyasu. Beyond this are plans to release an app that utilizes *Sengoku BASARA* characters, and features stamp rally and guidebook functions which guide users around 30 historical and tourist destinations in Hamamatsu. Further, Capcom will liven up Hamamatsu's tourism programs with a train wrapped in *Sengoku BASARA* characters known as the "Naotora Gou," as well as with life-sized stickers of Ii Naotora featured on the "Red Train" of the Enshu Railroad, both of which will run for a limited-time from October 2016.

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 Details]**

Name	Sengoku BASARA & Hamamatsu Sightseeing Guide App
Details	Capcom will release a sightseeing guide app featuring a map of historic Hamamatsu and stamp rally functionality. By using it at specific locations, users can access <i>Sengoku BASARA</i> -themed wallpapers and movies.

Name	1. Tenryu Hamanako Railroad “Naotora Gou” 2. Enshu Railroad “Red Train” Sengoku BASARA Sticker Train
Operation Period	Saturday, October 29, 2016 – the end of December 2017 (tentative)
Details	1. “Naotora Gou” will run between Kakegawa Station and Shinjohara Station on the Tenryu Hamanako Railroad. 2. A “Red Train” featuring <i>Sengoku BASARA</i> stickers will run between Shin-Hamamatsu Station and Nishi-Kajima Station on the Enshu Railroad.



Tourism poster featuring Li Naotora and Tokugawa Ieyasu of *Sengoku BASARA*



The “Naotora Gou” from Tenryu Hamanako Railroad

**[Summary for the home video game *Sengoku BASARA* series]**

1. Title	<i>Sengoku BASARA</i> series
2. Genre	Stylish Hero Action

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

1. Title	<i>Sengoku BASARA Sanada Yukimura Den</i>
2. Genre	Stylish Hero Action
3. Platform	PlayStation®4, PlayStation®3
4. Release Date	August 25, 2016

\*"PlayStation" is registered trademark of Sony Interactive Entertainment Inc.



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