

Press Release

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## Capcom Announces First Collaborative Performance with the Takarazuka Revue in 10 Years!

- Aims to further enhance value of brands by working with world-renowned performance troupe -

Capcom Co., Ltd. (Capcom) today announced that *The Great Ace Attorney Chronicles*, from its *Ace Attorney* series, will be adapted into a musical play by the Takarazuka Revue Company, with performances scheduled in Osaka (July 2023) and Kanagawa (August 2023).

Capcom seeks to enhance its brands via its Single Content Multiple Usage strategy to further bolster sales in its core home video game software business. Through this collaboration with the world-renowned Takarazuka Revue Company, Capcom aims to increase the brand value of its IP globally.

The *Ace Attorney* series features courtroom battle games where players take on the role of a defense attorney who fights for the lives of their wrongfully accused clients. Since the first game in the series was released in October 2001, the series has gone on to boast worldwide sales of 9.8 million units (as of December 31, 2022). *The Great Ace Attorney Chronicles*, which is the source material for the upcoming musical, is set in Japan and London at the end of the 19<sup>th</sup> century, during the Meiji Period, and follows the exploits of protagonist Ryunosuke Naruhodo.

Capcom's collaborations with The Takarazuka Revue Company began with the 2009 performance of *Phoenix Wright: Ace Attorney – The Truth Comes Back to Life*, and thus far have included three plays based on the *Ace Attorney* series, and one based on the *Sengoku BASARA* series, making four works altogether, all of which have proved highly popular. The upcoming collaboration will be performed by the Cosmos Troupe and is written and directed by Kei Suzuki of the Takarazuka Revue Company. With the promising up-and-coming *otokoyaku* (malerole player) Hikaru Rukaze as the lead, the performance is packed with the unique spectacle and romance of the Takarazuka Revue and promises to delight both fans of the original games as well as a broad variety of showgoers with the world of *The Great Ace Attorney Chronicles*.

Utilizing its Single Content Multiple Usage strategy, Capcom will continue to pursue a multifaceted approach in leveraging its rich portfolio of brands.

## [Performance Details]

1. Title	Musical Romance "The Great Ace Attorney - The Truth
	Comes Back to Life Anew"
2. Production and writing	Takarazuka Revue Company
3. Original story, supervision, assistance	Capcom Co., Ltd.
4. Dates	-Umeda Arts Theater - Drama City (Osaka)
	Wednesday, July 19 – Wednesday, July 26, 2023
	-KAAT Kanagawa Arts Theater (Kanagawa)
	Tuesday, August 1 – Tuesday, August 8, 2023

## [Product Details]

1. Title	The Great Ace Attorney Chronicles
2. Genre	Courtroom Battle
3. Platforms	Nintendo Switch, PlayStation®4, PC





- \* Nintendo Switch is a trademark of Nintendo Co., Ltd. 
  \*"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

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