

Topics

METAL GEAR SOLID 4 GUNS OF THE PATRIOTS

Claims Grand Award at Japan Game Awards 2009

In September 2009, Konami's *METAL GEAR SOLID 4 GUNS OF THE PATRIOTS* (*MGS4*) won the Grand Award in the Games of the Year Division of the Japan Game Awards 2009, organized by the Computer Entertainment Suppliers Association (CESA).

The Grand Award is presented to the title that "best represents the year." For the award, video game fans select candidates by voting for video games from among all titles compatible with home video game systems and content compatible with computers or mobile phones released in Japan between April 1, 2008 and March 31, 2009. A selection committee then makes a final judgment and selects the winner. The award is the equivalent of the Japan Academy Prize's best picture award in the Japanese movie industry.

Having claimed the Grand Award, *MGS4* represents the culmination of efforts over 23 years since the *METAL GEAR* series began.* For *MGS4*, we created video, sound and graphical rendering that fully exploits the capabilities of PlayStation®3. Also, the epic scale of the story, themed on preventing nuclear strikes and war, has earned strong endorsement from many users. Since its simultaneous

worldwide launch in June 2008, *MGS4* has claimed a total of six "Game of The Year" awards from video game information websites and news websites in the U.S. and Europe. Worldwide, it has received more than 30 awards. However, this latest award marks a new achievement.

Fans can look forward to new developments in the *METAL GEAR* series as we will continue evolving the series.

* The *METAL GEAR* series is an action video game themed on preventing nuclear strikes and war. It has accounted for cumulative sales of more than 27.5 million units worldwide (as of September 30, 2009).



Release of the Latest Title in the Winning Eleven Series

WORLD SOCCER Winning Eleven 2010 / PES 2010 – Pro Evolution Soccer

In the *Winning Eleven* series, which has achieved cumulative sales of more than 56 million units* worldwide, October 2009 saw Konami launch the latest title: *WORLD SOCCER Winning Eleven 2010 / PES 2010 – Pro Evolution Soccer*.

Themed on "finally moving toward a new generation," the title has evolved into an even more realistic soccer video game thanks to significantly stronger motion and graphics and the introduction of new operation methods.

In particular, we heightened the video game's "breakthrough" appeal—the essential thrill of soccer—by adding more than 300 motions

and enabling seven types of feint as well as dribbling in all directions. Further, we have added a new function that recreates the tactics of teams and the playing styles of individual players to realize soccer that "takes advantage of individuality within organizations."

Moreover, we added managerial and developmental elements to the master league, which is an extremely popular playing mode. Also, we have increased the realistic feel of the video game by acquiring new licenses, including for the stadiums, to enable the use of even more real-name players. As a result, the video game allows users to enjoy highly realistic soccer to the utmost.

As the video game's promotional representative players, we have used Lionel Messi (plays for FC Barcelona and is a member of the Argentinean national team) and Fernando Torres (plays for Liverpool and is a member of the Spanish national team).

Targeting not only markets with many soccer fans, such as Europe, but also markets around the world such as the Americas, Asia and Japan, Konami will steadily roll out this video game as the latest advance in the evolution of the *Winning Eleven* series and the pinnacle of soccer video games.

* As of September 30, 2009



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Release of **JIKKYOU PAWAFURU PUROYAKYU** Series for iPhone and iPod touch Online distribution of **PAWAFURU PUROYAKYU TOUCH** begins

From July 2009, Konami began online distribution of the *JIKKYOU PAWAFURU PUROYAKYU* series for the iPhone and iPod touch under the title *PAWAFURU PUROYAKYU TOUCH*.

PAWAFURU PUROYAKYU TOUCH is the first title in the series to use touch panel operation. Players control throwing, hitting and running by simply touching or sliding their finger on the screen. Further, the new title enables players to enjoy realistic play by incorporating more than 300 types of live commentary and sound effects as well as dynamic graphics that make full use of the screen. If users have an iPhone or an iPod touch, they can enjoy a full-scale baseball video game at anytime.

We have rolled out the *JIKKYOU PAWAFURU PUROYAKYU* series for multiple platforms, including console systems, handheld systems and mobile phones. Having recorded cumulative sales of more than 17.5 million units*, the series has popular content that has made it Japan's No.1 baseball video game software.

As we have done with this new title in the *JIKKYOU PAWAFURU PUROYAKYU* series, we will continue rolling out content that creates

new added value by incorporating playing methods into the Konami Group's popular content that are suited to the features of iPhone and iPod touch handheld systems.

* As of September 30, 2009



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Characters' Everyday Lives Synchronized with Real Time and Seasons

Launch of the new romance-based communication video game *LOVEPLUS*

Konami released the new communication video game *LOVEPLUS*, themed on high school romance, in September 2009.

Exploiting the features of software for handheld systems, this title allows players to enjoy communication with its characters anywhere and at anytime.

In particular, changes in the video game's scenes and seasons synchronize with real time due to a "real-time clock" function that links time in the video game with real time and seasons. This creates a sense of intimacy as it seems that the player and the characters in the video game are living in the same time. Further, the video game has full-voice compatibility, allowing the player to speak with the characters by using the voice recognition mode.

Before its launch, *LOVEPLUS* became a focus of attention, with many users responding very enthusiastically to the video game at

pre-release demo events. Further, since its launch, growing numbers of favorable reviews on the Internet posted by purchasers have made it a much talked about title in the market.



Real-time clock

Leading the way for a new type of communication video game by taking full advantage of the features of handheld systems to realize even greater portability, reproduction and continuity, *LOVEPLUS* has won high praise from a wide range of video game fans.

We intend to continue concentrating efforts on creating original new content and offering new types of play.

Latest Offering in the *Castlevania* Series (Japanese name: *AKUMA JOU DRACULA*)

Produced by *METAL GEAR* series director Hideo Kojima

Castlevania is one of Konami's flagship home video game titles. The video game's unique world, highly refined sound effects and well-paced action that uses whips have met with a very favorable reception. Since unveiling the video game in 1986, Konami has released numerous titles for a variety of home video game systems in the domestic market and in markets overseas.

For *Castlevania ~Lords of Shadow~*, which is slated for release, we are developing the first titles in the series for the PlayStation®3 and Xbox360®. We have developed *Castlevania* into a highly playable series by adding new operation methods and rendering for each new title. Moreover, *METAL GEAR* series director Hideo Kojima is producing this latest installment in the series. A joint production initiative between a European production company and Kojima's production team is combining the technology of the overseas pro-

duction company with Konami's strength in video game design capabilities that create the primary appeal of video games. Through those efforts, we will deliver a new *Castlevania* series targeting the large overseas market.



Introducing Golf Swing Data Analysis

Konami Sports Club Meguro introduces PRGR's Science Fit, which is used by professional golfers

We began a service for diagnosing golf swing characteristics based on data analysis by introducing ScienceFit from PRGR to Konami Sports Club Meguro in September 2009.

Science Fit is a system that measures, converts into data and analyzes golf swings. After PRGR introduced the system to its directly managed store PRGR GINZA Shop & Studio in August 2008, Science Fit established a favorable reputation, with many amateur golfers, as well as professional golfers (including Azuma Yano and Hideto Tanihara), using the system to analyze their swings.

This is the first time that Science Fit has been introduced to a facility in Japan other than a directly managed PRGR store. Science Fit measures the swing using a number of scientific measurement devices. These include (1) a “head behavior measurement device,” which measures movement of the head at the time of impact that cannot be seen by the naked eye; (2) a “magnetic sensor 3D swing measurement device,” a high-precision magnetic field device that is also used in aircraft and which makes the swing trajectory visible; (3) a “PRGR

swing view,” which records and verifies the swing track and head movement; and (4) an “early stage flight measurement device,” which verifies changes in the flight of actual hits.

Based on the analysis data gained from those measurements, it is possible to accurately diagnose the characteristics of a golf swing and provide guidance suited to the individual. Further, the system enables swing checks and club selection suited to each individual that do not rely solely on the experience and feel of instructors.

Introducing Science Fit has enabled Konami Sports Club Meguro to introduce a new instruction model based on golf swing measurement and analysis as well as offer a high-value-added service to male and female customers of all ages.



Catalog Sales of Health-related Products Begin at Post Offices for First Time in Japan

With the cooperation of the Tokyo Branch of Japan Post Network Co., Ltd.

From May 2009, Konami began catalog sales of health-related products at post offices (1,499 post offices in total) within the service area of the Tokyo Branch of Japan Post Network Co., Ltd. (the Tokyo Branch).

Against the backdrop of an aging society and an increase in those suffering from lifestyle-related diseases as well as those at risk from such diseases, the public's health-related needs are growing rapidly.

Thanks to compatibility between the vision of Konami, which operates its Health & Fitness business, and the vision of the Tokyo Branch, which supports the improvement of customers everyday lives, catalog sales of products themed on health began at post offices—the first such initiative in Japan.

As a first step, post offices in Tokyo have begun handling catalog sales centered on Konami's original nutritional supplements. Going forward, we will further develop cooperation in services related to health enhancement by increasing the products handled.



Initial lineup of products handled
(from left: RYOKUNOAOJIRU,
Collagen CristalOttimo, PROTEIN
PRO, BIOMETRICS WATER)

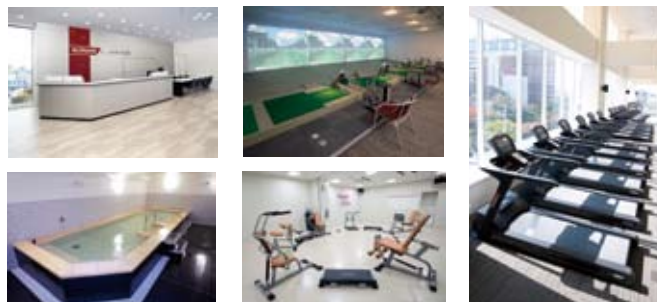
Largest Class Studio in the Tohoku Region and Extensive Bath Facilities Cutting the tape on Konami Sports Club Sendai Nagamachi

November 2009 saw the opening of Konami Sports Club Sendai Nagamachi in Sendai, Miyagi Prefecture.

Boasting the largest class studio in the Tohoku region, at more than 440 square meters, the facility provides a diverse range of fitness programs, including the internationally popular Les Mills Programs*, aerobics, yoga and pilates. Further, offering cypress baths, milky baths (ultrafine bubble baths), cold water baths and saunas as well as endermologie and germanium baths said to be highly effective for dieting, beauty and relaxation, the club has bath facilities to rival those of a general bath complex facility.

The machine gym has many fitness machines that are compatible with Konami's original IT-enabled health management system, e-XAX, thereby making it easy for members to check their exercise histories at anytime. The club also has a golf range with simulation golf at all seven tee areas and women-only *Shape Circle* circuit training.

Thanks to a variety of facilities and services reflecting specific regional characteristics, Konami Sports Club Sendai Nagamachi has seen large numbers of members using the facilities since it opened and has earned strong approval.



We aim to continue catering to diverse health needs while helping customers lead healthy, active lifestyles. Providing new lifestyle solutions, our sports clubs will grow with regions as communication centers.

* Les Mills Programs are fitness programs that originated in New Zealand and have subsequently spread to 73 countries worldwide. In 1998, Konami introduced those programs to Japan as the sole agent. In Japan, those programs are popular, with more than 350,000 people taking part in them at approximately 540 sports facilities, including Konami sports clubs, every week.

Zero-calorie, Sugar-free Fluid Replacement for Dieters Launch of EXERCISEWATER ZERO

Konami sports clubs nationwide and Konami Sports Club Online began selling the zero-calorie, sugar-free beverage *EXERCISEWATER ZERO* from August 2009. From September, we began selling that product at Natural Lawson, a chain of convenience stores that Lawson, Inc. operates based on the concepts of "health" and "beauty." Many customers rate the product highly.

Having zero calories and including no sugar or preservatives, *EXERCISEWATER ZERO* is an acerola-flavored beverage that can be

drunk even at room temperature. Without absorbing any calories or sugar, customers can rapidly replace fluids and minerals, which are important to replace during exercise.

Also, based on feedback from women, we made pink the base color of the packaging design. As well as dieting women, a broad range of people can use the product, such as those exercising for their health or those making sure children get the fluids they need on hot summer days.

Recently, many people, from young people through to senior citizens, are running or walking in order to improve their health or diet. At Konami, we are committed to continuing to develop products and expand sales networks in step with diversifying needs in order to support those people that are exercising or working on improving their health. In addition to efforts at our facilities, outside our facilities we will also support the health maintenance and improvement of even more customers.

Main features of *EXERCISEWATER ZERO*

- Zero calories and no sugar or preservatives
- Provides well-balanced replacement of important minerals when exercising
- Refreshing acerola flavor
- Best suited for fluid replacement during light exercise
- Packaging design targeting women



Gaming Machines for Central and South America Generate Enthusiastic Response Konami exhibits at SAGSE Buenos Aires and claims award

In September 2009, Konami exhibited at Central and South America's largest international gaming trade show, South American Gaming Suppliers Expo (commonly called SAGSE), held in Buenos Aires, Argentina.

For the popular slot machines *K2V* and *Advantage 5*—which have already earned high acclaim in North American and Australian markets—we exhibited new types of slot machines with specifications changed to suit the needs of the Central and South American market. Many casino operators showed strong interest in Konami's

development capabilities and new products, and we expect to grow sales in the Central and South American market.

Moreover, the slot machines that we have already begun rolling out in the Central and South American market have established a good reputation among the casinos that use them. At the trade show, Konami was presented with the "SAGSE Award for the Fastest Growing Company in the Central and South American Region."

This award reflects the favorable evaluation of the high utilization rates of the products that Konami has developed as well as recognition of the Company's entry into the Central and South American market and creation of a successful business in a short period.

The booth at SAGSE Buenos Aires and the receipt of the award have made casino operators in Central and South American countries even more aware of Konami's presence in the gaming industry.

