



**FOR IMMEDIATE RELEASE**

## **TAITO RELEASES BUBBLE BOBBLE DOUBLE FOR iPhone / iPod TOUCH**

**LOS ANGELES (October 1, 2010)** – TAITO Corporation (TAITO®), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., today announced the worldwide release of BUBBLE BOBBLE DOUBLE™ for iPhone and iPod touch.

True to the name, BUBBLE BOBBLE DOUBLE delivers both a faithful adaptation of the classic 1986 BUBBLE BOBBLE® arcade hit as well as an innovative all-new action game conceived especially for touchscreen play. BUBBLE BOBBLE DOUBLE delivers two very different play experiences in a single application.

### **Experience the evolving NEW STYLE game!**

Designed especially for the iPhone / iPod touch, the NEW STYLE mode boasts intuitive touchscreen play. In this game, players protect hero Bubblun from waves of approaching enemies by trapping them in bubbles. The player's path through the game and the bonus items that appear depend greatly on the strategies used by the player—including trapping multiple enemies together in a single bubble, or setting off high scoring chain reactions—resulting in a deep play experience. The NEW STYLE mode features updated graphics, visual effects, and stunning boss battles while still preserving the beloved bubble-popping exhilaration and classic BUBBLE BOBBLE flavor.

### **The CLASSIC STYLE mode brings nostalgic play to the iPhone and iPod touch!**

The CLASSIC STYLE mode is a faithful rendition of the original BUBBLE BOBBLE. All 100 levels of play, the EXTEND bubbles, and bonus items have been brought over completely intact, allowing both long-time fans and newcomers an opportunity to experience all the fun and nostalgia of a true arcade classic.

TAITO will continue to release high-quality applications that take full advantage of the iPhone and iPod touch's individual characteristics.

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### Title Details

#### **BUBBLE BOBBLE DOUBLE**

\* Genre: Game (Action / Arcade), Entertainment  
\* Region: Worldwide  
\* Price: US\$4.99 / EUR3.99  
\* Device: iPhone / iPod touch (iOS 3.0 or later)  
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### Related Links

\* iPhone/iPod touch Official Homepage - touch! play! TAITO: <http://tap.taito.com/>  
\* TAITO Official Homepage: <http://www.taito.com/>  
\* TAITO's Official Facebook Page:  
<http://www.facebook.com/pages/TAITO-Corporation/103193320847>  
\* Follow TAITO on Twitter: <http://twitter.com/TaitoCorp>

#### **About TAITO Corporation**

TAITO Corporation (TAITO) is a wholly-owned subsidiary of Square Enix Holdings Co., Ltd. With headquarters in Tokyo, Japan, TAITO operates core businesses such as game arcade operations, coin-operated game machines, and mobile phone content services. A seminal part of gaming history, TAITO caused a worldwide sensation with its arcade legend, SPACE INVADERS®, and developed such fan favorites as EXIT™ and ARKANOID®. Today, TAITO continues to thrill game lovers of all generations by offering both classic and new family-oriented titles on the latest gaming platforms. TAITO delivers a wide range of entertainment experiences with the goal of providing consumers with fresh surprises and new discoveries. More information on TAITO can be found on the Internet at <http://www.taito.com/>.

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