



**FOR IMMEDIATE RELEASE**

**TAITO LAUNCHES BUST-A-MOVE ON THE APP STORE**

***Action Puzzle Classic Released to iPhone and iPod touch Users Worldwide***

**LOS ANGELES (September 2, 2009)** – TAITO Corporation (TAITO®), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., today announced the worldwide release of the beloved puzzle action game BUST-A-MOVE™ (known as PUZZLE BOBBLE® outside of North America) to the Apple App Store for iPhone™ and iPod® touch.

Action puzzle game BUST-A-MOVE has benefited from considerable popularity since its initial arcade release in 1994, with subsequent home console editions enjoying consistently strong sales worldwide. While the game's mechanics are simple—link three or more identical bubbles to clear them from the screen—a great degree of skill and strategy (banking shots off walls, erasing several bubbles at once, etc.) is required to gain a truly high score. It is this depth that is the secret of BUST-A-MOVE's enduring appeal.

**A BUST-A-MOVE Series First: Sling Shot Play!**

This edition of BUST-A-MOVE includes two different control options: Tap Shot, in which a bubble is launched in the direction tapped, and the pull and release Sling Shot method. New to the BUST-A-MOVE series, this Sling Shot mode is both perfectly suited to the iPhone's capabilities and an innovative way to enjoy the game.

**Packed with iPhone-Specific Features and Stunning Updated Graphics!**

This edition boasts a number of features created especially for the iPhone, including a VS. Mode--making full use of the new iPhone OS 3.0 Bluetooth capabilities--and a rich Story Mode. Chronicling Bub's quest to rescue best friend Chack'n's captured family from a series of Magic Domes, the deluxe Story Mode follows the adventurous pair as they visit six Domes and complete a total of 180 stages. This release also includes the potentially endless, random-bubble generating Challenge Mode.

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

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### Details

#### **BUST-A-MOVE / PUZZLE BOBBLE**

- \* Release Date: Now Available
- \* Genre: Game (Puzzle / Action), Entertainment
- \* Price: US\$4.99 / EUR3.99 / JPY600 (including sales tax)
- \* Region: Worldwide
- \* Device: iPhone / iPod touch
- \* Compatible OS: iPhone OS 3.0
- \* Copyright: (C)TAITO CORP.1994,2009

#### **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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