



FOR IMMEDIATE RELEASE

TAITO GAMES APPEAR IN iTUNES REWIND 2009 TOP SALES LISTINGS FOR 65+ COUNTRIES

Celebratory Holiday Campaign in Effect

LOS ANGELES (December 23, 2009) – TAITO Corporation (TAITO®), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., today announced the inclusion of several of its games in Apple's iTunes Rewind 2009, an official retrospective of the best and top-selling applications for the iPhone™ and iPod® touch. TAITO products appeared in Rewind 2009 listings for more than 65 App Store distribution countries worldwide. In celebration, TAITO is holding a Holiday Campaign, offering two of the featured titles at a special discounted price.

Worldwide, TAITO has released six titles for the iPhone and iPod touch to date. Of these, COOKING MAMA, SPACE INVADERS®, SPACE INVADERS INFINITY GENE™, and BUST-A-MOVE® (also known as PUZZLE BOBBLE® outside of North America) were featured in the iTunes Rewind 2009 listings.

COOKING MAMA, an innovative hit series, allows players to enjoy the experience of food preparation through a variety of activities, simulating chopping ingredients, frying, boiling, etc. Specially optimized for the iPhone and iPod touch and featuring fun and easy-to-use controls, the iPhone edition of the game offers a unique play experience from the internationally popular console versions of COOKING MAMA. Ever since its release to the App Store, COOKING MAMA has enjoyed strong, consistent sales, earning a place in Rewind 2009 features for more than 65 countries across the globe, including England and the United States of America.

SPACE INVADERS, a faithful iPhone rendition of the classic arcade game that took the world by storm in 1978, was featured as a top-selling game for Australia and New Zealand.

The evolution-themed shooting game SPACE INVADERS INFINITY GENE received extremely strong support in Japan. Boasting over 360 5-star customer reviews, SPACE INVADERS INFINITY GENE was named both one of the best and top-selling games in the Japanese iTunes Rewind 2009 list.

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

TAITO GAMES APPEAR IN iTUNES REWIND 2009 TOP SALES LISTINGS FOR 65+ COUNTRIES

Page 2 of 4

worldwide. BUST-A-MOVE was included in the iTunes Rewind 2009 listing for 12 countries, proving particularly successful in Europe.

In celebration of the games' appearance in the iTunes Rewind 2009 feature and as a show of gratitude to all the iPhone/iPod touch users from around the world that helped make 2009 such a success, TAITO is holding a special Holiday Campaign sale. Featured game COOKING MAMA is available at a price of \$3.99 (2.99 Euro), discounted from its standard \$6.99 (5.49 Euro) price. BUST-A-MOVE is also on sale for \$2.99 (2.39 Euro), down from \$4.99 (3.99 Euro). See below for the full campaign details.

In other BUST-A-MOVE news, the game received a substantial update on Tuesday, December 15th, with two new modes now available via in-app purchase. Cooperative Mode allows two players to work together to complete a shared stage; sharing a single iPhone/iPod touch, the players assume the roles of Bub and Bob, with each player controlling their own bubble launcher. Puzzle Mode adds the ability to greatly expand the number of available stages, with four new 50-stage Puzzle Packs available for sale. Both additional modes allow both new and previous owners of the game to experience new styles of play.

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

Holiday Campaign Details

COOKING MAMA

- * Campaign Specifics: Special price limited to the first 50,000 downloads or Monday, January 4, 2010, whichever comes first.
- * Special Sale Price: US\$3.99 / EUR2.99
(Standard Retail Price: US\$6.99 / EUR5.49)
- * Campaign Region: Worldwide

BUST-A-MOVE / PUZZLE BOBBLE

- * Campaign Specifics: Campaign lasts until Monday, January 4, 2010.
- * Special Sale Price: US\$2.99 / EUR2.39
(Standard Retail Price: US\$4.99 / EUR3.99)
- * Campaign Region: Worldwide

Title Details

COOKING MAMA

- * Genre: Game (Action / Simulation), Entertainment
- * Region: Worldwide

TAITO GAMES APPEAR IN iTUNES REWIND 2009 TOP SALES LISTINGS FOR 65+ COUNTRIES

Page 3 of 4

* Price: US\$6.99 / EUR5.49
(Special Sale Price: US\$3.99 / EUR2.99)
* Device: iPhone / iPod touch
* Compatible OS: iPhone OS 3.0
* Copyright: (C)2006,2009 Cooking Mama Limited
Published by TAITO Corporation

SPACE INVADERS

* Genre: Game (Action / Arcade), Entertainment
* Region: Worldwide
* Price: US\$4.99 / EUR3.99
* Device: iPhone / iPod touch
* Compatible OS: iPhone OS 3.0
* Copyright: (C)TAITO CORP.1978,2009

SPACE INVADERS INFINITY GENE

* Genre: Game (Puzzle / Action), Entertainment
* Region: Worldwide
* Price: US\$4.99 / EUR3.99
* Device: iPhone / iPod touch
* Compatible OS: iPhone OS 3.0
* Copyright: (C)TAITO CORP.1978,2009

BUST-A-MOVE / PUZZLE BOBBLE

* Genre: Game (Puzzle / Action), Entertainment
* Region: Worldwide
* Price: US\$4.99 / EUR3.99
(Special Sale Price: US\$2.99 / EUR2.39)
(Additional Modes available via in-app purchase for US\$0.99 / EUR0.79 each)
* Device: iPhone / iPod touch
* Compatible OS: iPhone OS 3.0
* Copyright: (C)TAITO CORP.1994,2009

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

TAITO GAMES APPEAR IN iTUNES REWIND 2009 TOP SALES LISTINGS FOR 65+ COUNTRIES

Page 4 of 4

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/>.

SPACE INVADERS, SPACE INVADERS INFINITY GENE, PUZZLE BOBBLE, BUST-A-MOVE, TAITO and the TAITO logo are trademarks or registered trademarks of TAITO Corporation in the United States and/or other countries. COOKING MAMA is a trademark of COOKING MAMA LIMITED. SQUARE ENIX is a registered trademark or trademark of Square Enix Holdings Co. Ltd., in the United States and/or other countries. iPhone 3G, iPod touch, and App Store are registered trademarks of Apple Inc. in the United States and/or other countries. All other trademarks are the property of their respective owners.