Spike Chunsoft Lands Stateside with Newly Formed North America Subsidiary

Spike Chunsoft, Inc. to Serve as Base of Operations for Company's Global Publishing and Localization Strategy — Details to be Disclosed at GDC 2018

TOKYO and LONG BEACH, CA – December 1, 2017 – Japan-based video game developer and publisher, Spike Chunsoft Co., Ltd, proudly announces the establishment of its wholly owned North American subsidiary, Spike Chunsoft, Inc., which will serve as a base of operations for its global publishing and localization strategy. Spike Chunsoft, Inc. will serve as global publisher for titles developed by its parent company led by Chairman Koichi Nakamura and President, CEO Mitsutoshi Sakurai, in addition to projects developed by MAGES. Inc., a subsidiary of the Dwango Corporation, under a newly formed strategic partnership.

With the globalization of entertainment, the world has come to embrace Japanese content with fans of the various alcoves the culture brings creating their own diverse community. Japan-developed video games have risen above "niche" status and their popularity continue to expand across all game genres. Spike Chunsoft has grown with its community and has launched Spike Chunsoft, Inc. with the mission to localize and publish content that merits the dedication and expectations of its audience.

Mitsutoshi Sakurai, President & CEO for Spike Chunsoft Co., Ltd. and Spike Chunsoft, Inc. said:

Ever since our merger in 2012, we at Spike Chunsoft have dedicated ourselves to creating fun and unique titles. Our world today is more connected than ever — we can play games with people across the globe and exchange information in multiple languages instantaneously.

But even as information is more easily shared, the world still holds a wealth of undiscovered entertainment. As Spike Chunsoft, it is our goal to cultivate this potential into something new and memorable that transcends time, genre, and nationality.

Until now, our titles were produced in Japan and distributed worldwide by our business partners. But given how the instantaneous speed of information has become the norm, we believe that communicating with our overseas audience directly is a new avenue for us to create joy.

Spike Chunsoft, Inc. connects us with our fans and their passion to producing more of the fun and unique titles the global community has come to expect from us.

We can't wait to say "Hello, world!"

Spike Chunsoft, Inc. will reveal more at the Game Developers Conference (GDC) in March 2018. The company will have a presence during the show days for product demos, along with hosting its second annual, invite-only event one evening to share more details on the company's global expansion plans.

North American Subsidiary Information

Company Name	Spike Chunsoft, Inc.
Location	Long Beach, California
President/CEO	Mitsutoshi Sakurai
CFO	Yasuhiro Iizuka
Ownership	Wholly owned by Spike Chunsoft Co., Ltd.
Business Summary	Localization, marketing, and publishing in the Western market
Teaser Site	www.spike-chunsoft.co.jp/us/
Commencement	December 1st, 2017

About Spike Chunsoft, Inc.
Established in December 2017, Spike Chunsoft, Inc. is a wholly owned subsidiary of Spike Chunsoft Co., Ltd. Located in Long Beach, California, Spike Chunsoft, Inc. will localize and publish titles by its parent company for the Western market. Further details will be shared at the Game Developer Conference, held in San Francisco, March 19 – March 23, 2018. Information will also be shared on the official website at: /www.spike-chunsoft.co.jp/us/.

About Spike Chunsoft Co., Ltd.
Spike Chunsoft was established in April 2012 by a merger of two renowned video game developers/publishers, Spike Co. Ltd. and Chunsoft Co., Ltd. Headquartered in Tokyo, Japan, Spike Chunsoft Co., Ltd. specializes in developing and publishing entertainment content including award-winning console series *Danganronpa*, *Mystery Dungeon* and *Zero Escape*, and is responsible for launching titles across consoles, PC and mobile for some of the most popular series in the industry. More information about the company can be found at: www.spike-chunsoft.co.jp/company_e/information.html.

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