

## News Release

### New Game Brand "OBOKAIDEM" Makes Its Debut Five Games to Launch Globally in 2015; "BOOST BEAST" to release on 23/April

February 24 2015  
OBOKAIDEM

MediaKobo Inc. (TYO:3815 )has announced the establishment of the new game brand OBOKAIDEM (URL: <http://www.obokaidem.com>) and also the brand's annual roadmap. OBOKAIDEM's games will be released in multiple languages via multiple platforms in 140 countries. The first title, "BOOST BEAST" will make its global debut in April 2015, distributed through AppStore, GooglePlay Store , Facebook Canvas and Kindle Store in multiple languages such as Japanese, English, Spanish ,Chinese, and Thai. Including "BOOST BEAST" OBOKAIDEM plans to release 5 games globally in 2015.

Our Recent Big topic

**At last "BOOST BEAST" Beta version soft launch, with the cooperation of Facebook. Inc., starts from February 26<sup>th</sup> in the Oceania region.**

"BOOST BEAST" will be provided through the following 4 platforms: AppStore/GooglePlay Store/FacebookCanvas/KindleStore, and will be sequentially released in 7 languages: Japanese/English/Spanish/Traditional Chinese/Simplified Chinese/Korean/Thai. The simultaneous global debut is scheduled in April 23<sup>rd</sup> 2015. Pre-registration will start from March 12<sup>th</sup> 2015 15:00 JST.

#### ●Comments from Norio Nakayama, OBOKAIDEM Executive Producer

"OBOKAIDEM is a new brand providing made in Japan game services in multiple languages and through multiple platforms. We are very enthusiastic about working with partners who can share our concept and always willing to cooperate in potential projects."



▲Game Screen from "BOOST BEAST"



▲Game concept image of "2016 WORLD CRISIS"

## 2015 OBOKAIDEM Plan (roughly )

### 26February Beta version, Pre launch At oceania reagon

12 March 1<sup>st</sup> Title: "BOOST BEAST" pre-registration starts  
23 April 1<sup>st</sup> Title "BOOST BEAST" launch (7 Languages 4 Platforms)  
May 2<sup>nd</sup> Title "2016 WORLD CRISIS" pre-registration starts  
End of June 2<sup>nd</sup> Title "2016 WORLD CRISIS" launch (2 Languages 4 Platforms)  
July 3<sup>rd</sup> Title "AIRA" pre-registration starts  
August 3<sup>rd</sup> Title "AIRA" launch (7 languages 6 Platforms)  
August 4<sup>th</sup> Title "BEACH" pre-registration starts  
September 4<sup>th</sup> Title "BEACH" launch (7 languages 6 Platforms)  
December 5<sup>th</sup> Title "CANAL" launch (7 languages 6 Platforms)

※ "AIRA", "BEACH" and "CANAL" is all tentative title names. Official titles will be announced.

※ Schedules may change. Updates will be announced on the official website

### About OBOKAIDEM

Established: January 27th 2015

Brand Logo: (logo seen on right)

Operating Company: MediaKobo Inc.

Slogan: Globally provide games with pleasant surprise and excitement

Staff: 13 members (at the moment of January 27th. Always looking for new staff willing to challenge something new!)

1st game to be released on April 2015

2nd game to be released on June 2015



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