

DARTSLIVE Co., Ltd.
November 25, 2010

Notice Regarding the Establishment of DARTSLIVE GAMES Co., Ltd.

DARTSLIVE Co., Ltd. (HQ: Shibuya, Tokyo, CEO: Shintaro Takaya, hereinafter called “DARTSLIVE”), a company that operates network services for DARTSLIVE commercial electronic darts machines, is pleased to announce the establishment in October 2010 of DARTSLIVE GAMES Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; President: Makoto Yamamoto; hereinafter referred to as DLG), a subsidiary company that produces and operates social network games.

Background to and Purpose of the Establishment of DLG

DLG was established with the main purposes of producing and operating various social network games in response to the tremendous growth that has been continuing in recent years in the social network platform.

The first title to be produced by DLG is “Hajime no Ippo (aka Fighting Sprit)”, a game based on the hugely popular boxing comic strip of that name in Weekly Shonen Magazine (published by Kodansha), that is to be streamed on Mobage-town, which is operated by DeNA Co., Ltd., from December 3, 2010. Realized through the collaboration of DLG and Kodansha, this game is a simulation game that trains and develops boxers through competitions and cooperation between users all over the country.

Based on the two key phrases “A flexible and relaxed sense of oneness” and “Surprise that exceeds expectations!” that are incorporated into the company’s logo design, DLG aims to deliver highly entertaining game titles that connect the hearts and minds of users through social network games, broadening the world of play.

Corporate Profile

Company Name: DARTSLIVE GAMES Co., Ltd.
Address: 18F Ebisu Business Tower, 1-19-19 Ebisu,
Shibuya-ku, Tokyo, Japan
(within DARTSLIVE Co., Ltd.)
Representative: Makoto Yamamoto, President
Date of Establishment: October 1, 2010
Capital: 10,000,000 yen
Business Activities: Production and operation of social network
games (mobile, browser, Smartphone)
URL: <http://www.dlgames.co.jp>



In future, DLG will continue to produce fresh new social entertainment for the entire world based on the real-network-media fusion concept passed on to us from DARTSLIVE.

— For Press Inquiries —

e-mail: shuzai@dartslive.co.jp URL: <http://www.dartslive.co.jp/>

*The names of the companies and products mentioned above are the registered trademarks or trademark of the company in question.

The original draft, which was written and interpreted in Japanese, supersedes any translated documents regarding the content.