

IMPORTANT DISCLAIMER

16 April 2009

US MERGER CONTROL PROGRESS IN RELATION TO THE RECOMMENDED CASH OFFER (THE “OFFER”) FOR EIDOS PLC BY SQEX LTD. TO BE EFFECTED BY MEANS OF A SCHEME OF ARRANGEMENT UNDER THE UK COMPANIES ACT 2006 (THE “SCHEME”)

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Citi, which is authorised and regulated by Financial Services Authority, is acting exclusively for Eidos plc (“**Eidos**”) and no one else in connection with the Offer and will not be responsible to anyone other than Eidos for providing the protections afforded to clients of Citi or for providing advice in connection with the Offer or any matter referred to herein.

This announcement has been prepared for the purpose of complying with English law and the City Code and the information disclosed may not be the same as that which would have been disclosed if this announcement had been prepared in accordance with the laws of jurisdictions outside the United Kingdom. The release, publication or distribution of this announcement in certain jurisdictions may be restricted by law. Persons who are not resident in the United Kingdom or who are subject to other jurisdictions should inform themselves of, and observe, any applicable requirements.

This announcement is for information purposes only and does not constitute an offer to sell or invitation to purchase any securities or the solicitation of any vote for approval in any jurisdiction, nor shall there be any sale, issue or transfer of the securities referred to in this announcement in any jurisdiction in contravention of applicable law. Any response in relation to the Offer should be made only on the basis of the information contained in the scheme document or any document by which the Offer is made. This announcement does not constitute a prospectus or prospectus equivalent document.

The Offer relates to the shares of a UK company and is proposed to be effected by means of a scheme of arrangement under the laws of England and Wales. A transaction effected by means of a scheme of arrangement is not subject to the proxy solicitation or tender offer rules under the US Securities Exchange Act of 1934, as amended. Accordingly, the Scheme is subject to the disclosure requirements, rules and practices applicable in the United Kingdom to schemes of arrangement, which differ from the requirements of US proxy solicitation or tender offer rules. However, if SQEX were to elect to implement the Offer by means of an offer, such offer will be made in compliance with all applicable laws and regulations, including the US tender offer rules, to the extent applicable.

If the Offer is carried out by way of a takeover offer, the Offer will not be made, directly or indirectly, in, into or from a Restricted Jurisdiction where to do so would violate the laws in that jurisdiction, and the Offer will not be capable of acceptance from or within a Restricted Jurisdiction. Accordingly, copies of this announcement and all documents relating to the Offer are not being, and must not be, directly or indirectly, mailed or otherwise forwarded (including, without limitation, by telex, facsimile transmission, telephone, internet or other forms of electronic communication), distributed or sent in, into or from a Restricted Jurisdiction where to do so would violate the laws in that jurisdiction, and persons receiving this announcement and all documents relating to the Offer (including custodians, nominees and trustees) must not mail or otherwise distribute or send them in, into or from such jurisdictions as doing so may invalidate any purported acceptance of the Offer. The availability of the Offer to Eidos Shareholders who are not resident in the United Kingdom may be affected by the laws of the relevant jurisdictions in which they are resident. Persons who are not resident in the United Kingdom should inform themselves of, and observe, any applicable requirements.

For the purposes of the above paragraphs “**Restricted Jurisdiction**” means any jurisdiction where extension or acceptance of the Offer would violate the law of that jurisdiction.

Eidos and SQEX urge the shareholders of Eidos to read the scheme document because it contains important information relating to the Offer.

No listing authority or equivalent has reviewed, approved or disapproved of this announcement or any of the proposals described herein.

Forward Looking Statements

This announcement may contain statements about SQEX, Holdings and Eidos that are or may be forward looking statements. All statements other than statements of historical facts included in this announcement may be forward looking statements. Without limitation, any statements preceded or followed by or that include the words “targets”, “plans” “believes”, “expects”, “aims”, “intends”, “will”, “may”, “anticipates”, “estimates”, “projects” or, words or terms of similar substance or the negative thereof, are forward looking statements. Forward looking statements include statements relating to the following: (i) future capital expenditures, expenses, revenues, earnings, synergies, economic performance, indebtedness, financial condition, dividend policy, losses and future prospects; and (ii) business and management strategies and the expansion and growth of SQEX’s or Eidos’s operations and potential synergies resulting from the Offer; and (iii) the effects of government regulation on SQEX’s, Holdings’s or Eidos’s business.

Such forward looking statements involve risks and uncertainties that could significantly affect expected results and are based on certain key assumptions. Many factors could cause actual results to differ materially from those projected or implied in any forward looking statements. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward looking statements, which speak only as of the date hereof. SQEX, Holdings and Eidos disclaim any obligation to update any forward looking or other statements contained herein, except as required by applicable law.

**NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN WHOLE OR IN PART IN OR INTO
OR FROM ANY JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF
THE RELEVANT LAWS OF SUCH JURISDICTION**

16 April 2009

OFFER UPDATE

Recommended Cash Offer

for

Eidos plc (“Eidos”)

by

SQEX Ltd (“SQEX”)

**a wholly owned subsidiary of
Square Enix Holdings Co. Ltd**

The Board of SQEX is pleased to announce that the statutory waiting period with respect to the filings made by the parties in connection with the Acquisition pursuant to United States Hart-Scott-Rodino Antitrust Improvements Act of 1976, as amended, has expired.

In order to become effective in accordance with its terms, the Court must now sanction the Scheme and confirm the Capital Reduction at the Court Hearing. This hearing will take place on 21 April 2009. Following the sanction of the Scheme and the confirmation of the Capital Reduction by the Court, it is expected that the last day of dealings in Eidos Shares will be 21 April 2009 and the listing of Eidos Shares will be cancelled at 8.00 a.m. on 22 April 2009, the anticipated Effective Date of the Scheme. An expected timetable of principal events is set out in the Appendix to this announcement.

Terms defined in the Scheme Document shall have the same meaning(s) when used in this announcement.

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UBS Investment Bank is acting exclusively for SQEX and Square Enix and no one else in connection with the Acquisition and this announcement and will not be responsible to anyone other than SQEX and Square Enix for providing the protections afforded to clients of UBS Investment Bank, or for providing advice in connection with the Acquisition or any matter referred to herein.

This announcement does not constitute an offer or invitation to any person to subscribe for or purchase any securities in Eidos, whether in the United Kingdom or in any other jurisdiction.

Forward-looking statements

This announcement contains statements about SQEX, Square Enix and Eidos that are or may be forward looking statements. All statements other than statements of historical facts included in this announcement may be forward looking statements. Without limitation, any statements preceded or followed by or that include the words “targets”, “plans” “believes”, “expects”, “aims”, “intends”, “will”, “may”, “anticipates”, “estimates”, “projects” or, words or terms of similar substance or the negative thereof, are forward looking statements. Forward looking statements include statements relating to the following: (i) future capital expenditures, expenses, revenues, earnings, synergies, economic performance, indebtedness, financial condition, dividend policy, losses and future prospects; (ii) business and management strategies and the expansion and growth of SQEX’s, Square Enix’s or Eidos’ operations and potential synergies resulting from the Acquisition; and (iii) the effects of government regulation on SQEX’s, Square Enix’s or Eidos’ business.

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Appendix

Expected Timetable of Principal Events

Event	Time and/or date (2009)
Suspension of listing and dealings in, and last date for registration of transfers of Eidos Shares	21 April
Scheme Record Time	6.00 p.m. on 21 April
Court hearing to sanction the Scheme and to confirm the Capital Reduction	21 April
Effective Date of the Scheme	22 April
Cancellation of listing of Eidos Shares	8.00 a.m. on 22 April
Latest date for despatch of cheques and settlement through CREST (if Scheme becomes effective on 22 April 2009)	6 May

These times and dates are indicative only and will depend, among other things, on satisfaction or waiver of the other Conditions, dates on which the Court sanctions the Scheme and confirms the Capital Reduction and the date on which the Court Order sanctioning the Scheme and confirming the Capital Reduction is delivered to the Registrar of Companies and such Court Order is registered by the Registrar of Companies.