

FOR IMMEDIATE RELEASE

SQUARE ENIX EUROPE

NEW IDENTITY CONFIRMED FOR SQUARE ENIX AND EIDOS

London (10 November 2009) - Square Enix Ltd. and Eidos Interactive Ltd. announced today that the reorganisation of the two companies' operations has been completed. The combined business in the UK will operate under the name of Square Enix Ltd. and is part of the Square Enix Europe business unit. Square Enix Europe is the unified business unit representing the sales and marketing offices in the UK, France and Germany which together promote our titles across Europe and other PAL territories, together with a global network of leading development studios.

“Today marks a major achievement towards the goals we announced in July and represents the creation of an efficient and powerful structure for game development and publishing.” said Phil Rogers, president and chief executive officer of Square Enix Europe. “We have a formidable product-line up which truly showcases the diversity of our exceptional gaming brands.”

With its headquarters in Wimbledon, London, Square Enix Europe develops, publishes and distributes entertainment content under the brands of Square Enix, Eidos, and Taito. Square Enix Europe also manages several leading development studios including Crystal Dynamics, IO Interactive, Beautiful Game Studios, Square Enix London Studios and Eidos Montréal.

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About Square Enix Ltd.

Square Enix Ltd., a part of Square Enix Europe business unit, is a London-based wholly-owned subsidiary of Square Enix Holdings Co., Ltd., one of the most influential providers of digital entertainment content in the world. Square Enix Ltd. publishes and distributes entertainment content from the Square Enix Group including Square Enix, Eidos and Taito in Europe and other PAL territories. Square Enix Ltd. also has a global network of leading development studios such as IO Interactive, Crystal Dynamics and Eidos Montréal. The Square Enix Group boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 85 million units worldwide, DRAGON QUEST® which has sold over 50 million units worldwide and TOMB RAIDER® which has sold over 35 million units worldwide, together with other well established products.

More information on Square Enix Ltd. can be found on the Internet at <http://www.square-enix.com>

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Square Enix Limited is a company registered in England & Wales under the number 1804186 whose registered office is Wimbledon Bridge House, 1 Hartfield Road, Wimbledon, London, SW19 3RU