

February 15, 2008

For Immediate Release

Listed company name: **SANKYO CO., LTD.**  
Representative: Hideyuki Busujima, CEO  
(TSE 1<sup>st</sup> Sec. Code 6417)  
Contact: Kimihisa Tsutsui, Managing Director  
TEL.:+81-3-5778-7773

New Product from SANKYO

## **Fever Spring Waltz Released!**

Tie-in with the final chapter of the popular Korean drama miniseries Korean Seasons  
New pachinko machine features beautiful visuals and soothing musical compositions!

SANKYO Corporation is set to release a new pachinko machine tied in with Spring Waltz, the final chapter of the smash hit Korean drama miniseries Korean Seasons. Ahead of the roll-out in pachinko parlors, on Wednesday, February 27, SANKYO will hold an exhibition to introduce the new machine at Grand Prince Hotel Akasaka. The new machine will debut at pachinko parlors nationwide from mid-March 2008 onward.

To attract a broad spectrum of users, SANKYO will actively publicize the new machine, the third model to use the *Crystella* pachinko machine casing. Promotional activities will center on a large-scale gift campaign and a major TV commercial campaign.

◆ The development concept of “*Fever Spring Waltz*”

Korean TV dramas have captivated housewives in Japan and attracted millions of ardent fans. An especially popular drama series is Korean Seasons by director Yoon Suk-Ho, renowned for his masterful use of color. The final chapter of the Korean Seasons miniseries, following A Tale of Autumn, Winter Sonata, and Summer Scent, Spring Waltz is a love story unfolding against a backdrop of beautiful scenes and soul-soothing musical compositions that has won the hearts of people of all ages. SANKYO concentrated the creative energy of its development team to fully express the appeal of Spring Waltz. The result is a pachinko machine that is sure to satisfy not only Korean drama fans, but all pachinko fans.

The new model incorporates exciting game characteristics such as numerous motifs connected with the drama series, including flowering mustard and hearts. The machine faithfully reproduces the worldview of Spring Waltz in conjunction with the LCD display. Other attractions of the new model are “*reach action*” involving abundant use of scenes from the drama and the premium visual presentation that has been so popular with “*KODA KUMI FEVER LIVE IN HALL*” and “*Fever Aquarion*”.