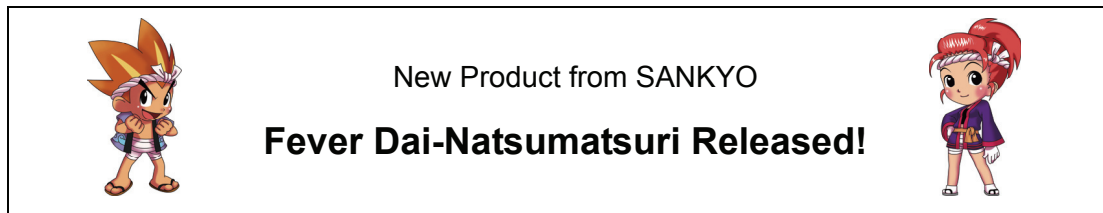


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For Immediate Release

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SANKYO Co., Ltd. is about to release a new pachinko machine *Fever Dai-Natsumatsuri* (literally “great summer festival”). The new machine will roll out at pachinko parlors nationwide from mid-August 2008 onward.

The Hanabishi Family of original SANKYO characters is back!

To create a hit machine featuring content developed in-house, which has been quite a rare approach in recent years, we are completing development of *Fever Dai-Natsumatsuri* starring the Hanabishi Family of original SANKYO characters.

The Hanabishi Family first appeared with the introduction of *Fever Natsumatsuri* in the summer of 2003, winning numerous fans among pachinko players. In order to position the Hanabishi Family as characters cherished by millions of people for many years, making them a hot favorite in the market, SANKYO will launch a promotional campaign, including manga serialization featuring the Hanabishi Family, TV commercials, distribution of an online game, and holding of a major event coinciding with the launch of *Fever Dai-Natsumatsuri*.

Maximum audiovisual impact

With *Fever Dai-Natsumatsuri*, SANKYO has concentrated on achieving the maximum AV impact to give players an irresistible thrill. The highlights are the “great firework flashes” emitted from the lamp at the right top on the board. Powerful sound and fascinating electronic illumination come together to achieve a dynamic impact. Because the illumination rises to a peak as the game approaches its climax, players are swept up in a truly thrilling experience.

There is plenty of audio excitement too: *Natsumatsuri* and other memorable music tracks by Jitterin’ Jinn kick in for the jackpot.



This material is an English translation of Japanese announcement made on June 30, 2008. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed.