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For Immediate Release

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Notice regarding Release of *Fever Koda Kumi III—Love Romance—*

SANKYO Co., Ltd. today announced its decision to release a new pachinko title *Fever Koda Kumi III—Love Romance—*.

1. Impact on the forecast of financial results for the year ending March 31, 2012

At the time of the previous announcement (on February 2, 2012), the release of the above-mentioned title was scheduled for April 2012 or after. In view of the situation of verification by prefectural public safety commissions and the market environment, however, the Company decided to introduce the title in mid-March 2012. The Company is reviewing the impact of this decision on the forecast of financial results for the year ending March 31, 2012. Should it become necessary to revise the forecast, the Company will do so and announce such revision promptly.

2. Outline of the product (Third model in the Koda Kumi series)

Fever Koda Kumi III—Love Romance— is the third title in the series based on a tie-up with singer Koda Kumi, following *KODA KUMI FEVER LIVE IN HALL*, which gained overwhelming popularity among women upon its introduction in July 2007, and *KODA KUMI FEVER LIVE IN HALL II* introduced in July 2009. The theme of the new title is encounters. Through an original story unfolding in four worlds (Arabian, spy, pirate, and mermaid), players discover new aspects of Koda Kumi's attractiveness.

The product features 14 of Koda Kumi's hits, including "Brave," her latest hit from the album "JAPONESQUE" released in January 2012. Moreover, "Mini Ku-chan," a new player-support function mounted at the lower-left corner on the LCD, entertains the player by various actions related to jackpots, such as changing the "on hold" status by using magic or making signs that indicate luck by throwing a dice.

With a jackpot probability of 1/299.3, a 65% chance of entering *kakuhen*, and a payout of approximately 2,000 balls, this new product's specifications are well balanced, offering playfulness and the sense of a good payout.