

FOR IMMEDIATE RELEASE

**NAMCO BANDAI Games and DeNA to Establish Joint Venture
to Focus on Smartphone Social Games**

New Company BDNA to Begin Operations October 2011

TOKYO, JAPAN – August 22, 2011 – NAMCO BANDAI Holdings Inc. and DeNA Co., Ltd. have announced today that NAMCO BANDAI Games Inc., a wholly-owned subsidiary of NAMCO BANDAI Holdings, and DeNA will broaden their existing relationship by establishing a joint venture, expressly created to deliver social games and entertainment content to smartphone users worldwide. The initial capitalization of the joint venture will be 100 million yen, funded 75% by BANDAI NAMCO Games and 25% by DeNA. The new company, BDNA Inc., will begin operating on October 1, 2011.

Tokyo-based BDNA will combine NAMCO BANDAI Games's video game development savvy and DeNA's expertise in social games to leverage opportunities in the global market for mobile entertainment, which is increasingly diversifying and expanding.

BDNA's leadership will combine executives from both corporations. BDNA will be helmed by Shin Unozawa, Executive Vice President & Representative Director, NAMCO BANDAI Games. The board of directors will be comprised of Hirotaka Reizei, Division Manager of Production Division and Hideyuki Okabayashi, Assistant Manager of Production Department 4, Production Division NAMCO BANDAI Games, as well as Isao Moriyasu, President and Representative Director, DeNA, and Keigo Watanabe, Manager, Business Development Department, Social Game Head Office, DeNA.

NAMCO BANDAI Games has been providing games to DeNA's Mobage social gaming platform since July 2010. *Gundam Royale*, a popular social game jointly developed by DeNA and NAMCO BANDAI Games, has more than 3 million Mobage players in Japan.

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About NAMCO BANDAI Games

NAMCO BANDAI Games Inc., a part of NAMCO BANDAI Holdings Inc., is a leading global publisher and developer of interactive contents – including all major video game consoles, amusement machines (arcade products) and network platforms such as mobile and online. The company is known for creating and publishing many of the industry's top video game franchises, including PAC-MAN®, Tekken®, SOULCALIBUR®, NARUTO™, NARUTO SHIPPUDEN™, Dragon Ball®, GALAGA®, RIDGE RACER® and ACE

COMBAT®. More information about the company and its products can be found at <http://www.bandainamcogames.co.jp/english/>

About DeNA

DeNA Co., Ltd. is a world-leading online service company, and operates Mobage social gaming platform, social networking services and e-commerce websites. Drawing on its extensive community base and rapidly expanding developer line-ups, Mobage currently serves over 30 million users in Japan with more than 1,000 game titles for smartphones, feature phones as well as PCs. The company generated annual sales of more than 1.3 billion U.S. dollars in fiscal year ended March 2011. To expand the Mobage platform globally, DeNA is building a presence in the US, Europe, China and South Korea. DeNA is listed on the Tokyo stock exchange (2432). For more information, visit www.dena.jp/en.