



CORPORATE BACKGROUND

SQUARE ENIX CO., LTD (SQUARE ENIX) is a leading digital content and service company with operations in Asia, North America and Europe. With headquarters in Tokyo, Japan, SQUARE ENIX brings dreams to life by providing people engaging entertainment experiences through operations in five key business segments: games (offline); games (online); mobile phone content; publication; and others.

SQUARE ENIX defined the role-playing game category by being the first-to-market with character and storyline development within the game. SQUARE ENIX's top-selling franchises include *FINAL FANTASY*[®], with worldwide sales over 68 million units to date, and *DRAGON QUEST*[™], which has sold over 40 million units. *KINGDOM HEARTS*[®], the first video game project between SQUARE ENIX and Buena Vista Games, Inc., the interactive entertainment arm of The Walt Disney Company, has also proven its worldwide popularity. With *KINGDOM HEARTS II*, the latest installment for the PlayStation[®]2 computer entertainment system, the series has sold more than 8.5 million units as of February 2005.

Recognizing the significant potential of network-based content and service, SQUARE ENIX has been expanding its business domain beyond game consoles to online gaming and mobile phone content to reach consumers everywhere.

FINAL FANTASY XI, the series' first online title, has established itself as a top global MMORPG (Massively Multi-player Online Role-Playing Game) and is the first to enable cross-platform as well as cross-continent gameplay. Available for the PlayStation 2, Windows[®] and Xbox 360[™] video game and entertainment system from Microsoft for the first time, *FINAL FANTASY XI* provides people with an endless and ever-evolving gameplay experience set in the vaunted FINAL FANTASY universe.

SQUARE ENIX elevated the mobile phone experience through mobile versions of *FINAL FANTASY* and *DRAGON QUEST* in Japan. *BEFORE CRISIS™ -FINAL FANTASY VII-*, a FINAL FANTASY title developed specifically for mobile phones, created a totally new experience by integrating network aspects and camera features into the game.

SQUARE ENIX's strategy focuses around "Polymorphic Content", a content deployment model based upon the creation of original concepts with interactivity in mind from the start. This content is then deployed on many different forms of media and hardware platforms, taking advantage of each medium's characteristics. A prime example of this model is *the COMPILATION OF FINAL FANTASY VII*, which expands the concept found in the seminal 1997 PlayStation[®] game console release. Utilizing CG animation, mobile phone content, the PSP[™] (PlayStation[®]Portable) system and the PlayStation 2, users will experience the world of *FINAL FANTASY VII* like never before.

SQUARE ENIX, INC., is a wholly owned subsidiary of Square Enix Co., Ltd. with offices in Los Angeles, CA and Seattle, WA. It handles operations in North America, including development, localization, marketing and publishing of SQUARE ENIX titles.

UIEvolution, Inc., is a wholly owned subsidiary of SQUARE ENIX, Inc., with its office in Seattle, WA. UIEvolution delivers software technology, development tools, and core applications that simplify the entire wireless application development and deployment process. With UIEvolution, an application is built once to work on any wireless device, operating system or wireless network worldwide.

SQUARE ENIX LTD., is a wholly owned subsidiary of Square Enix Co., Ltd., with its office in London, United Kingdom, handles operations in Europe and other PAL territories including sales, marketing and publishing of Square Enix titles.

TAITO Corporation (TAITO), is a wholly owned subsidiary of Square Enix Co., Ltd. With headquarters in Tokyo, Japan, TAITO operates core businesses such as game arcade operations, coin-operated game machines, and mobile phone content services.

More information on SQUARE ENIX and all of its entities can be found on the Internet at www.square-enix.com. Also, please see the "SQUARE ENIX Global Contact Info" provided in this media kit.