



COMPANY BACKGROUND

SQUARE ENIX CO., LTD ("SQUARE ENIX") is a leading digital content company with operations in Asia, North America and Europe. Headquartered in Tokyo, Japan, SQUARE ENIX develops, publishes and distributes a broad variety of digital entertainment content, including award-winning interactive entertainment software for platforms ranging from game consoles to mobile phones.

SQUARE ENIX's top-selling franchises include the role-playing game titles *FINAL FANTASY*[®], with worldwide sales over 60 million units to date, and *DRAGON QUEST*[™], which has sold over 35 million units. *KINGDOM HEARTS*[®], the first video game project between SQUARE ENIX and Disney Interactive, has proven its worldwide popularity. As of February 2005, the series has sold more than 5 million units, with the 2002 launch of *KINGDOM HEARTS* for the PlayStation[®]2 computer entertainment system (PlayStation[®]2) and the 2004 follow-up, *KINGDOM HEARTS Chain of Memories* for the Nintendo[®] Game Boy[®] Advance system.

Recognizing the significant potential of network-based content, SQUARE ENIX is expanding its business domain beyond game consoles to online gaming and mobile phone content.

FINAL FANTASY XI, the series' first online title, has established itself as a top global MMORPG (Massively Multiplayer Online Role-Playing Game) and is the first to enable cross-platform as well as cross-continent gameplay. The development of other online games like *FRONT MISSION*[®] *ONLINE* continues SQUARE ENIX's dominance in this area. Capitalizing on sophisticated community management skills, SQUARE ENIX acquired the rights to publish and operate Sony Online Entertainment's MMORPG *EVERQUEST*^{® II} in Japan.

SQUARE ENIX elevated the mobile phone experience through mobile versions of *FINAL FANTASY* and *DRAGON QUEST* in Japan. *BEFORE CRISIS, FINAL FANTASY VII* a brand-new *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 new 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[®] console game. Utilizing CG animation, mobile phone content, the PSP[™] (PlayStation[®] Portable) 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., located in London, England, has publishing rights in Europe and other PAL territories for interactive entertainment titles developed by SQUARE ENIX.

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 Sheet" provided in this media kit.