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**Tecmo's Market-Leading DEAD OR ALIVE 3
to Premiere Exclusively on Xbox**

Torrance, California. — April 18, 2001, USA — Tecmo and Microsoft® Corporation have agreed to bring the latest version of the DEAD OR ALIVE^R series, DEAD OR ALIVE 3, exclusively to the Xbox™ video game system. The game will debut on the Xbox, and is scheduled to be among the first wave of Xbox titles available when the system launches this fall. Microsoft views DEAD OR ALIVE 3 as a strategic launch title and plans to support it accordingly.

Tecmo has done extensive research into the technical capabilities of the Xbox and is convinced it is the ideal platform on which to showcase the latest entry in this extremely popular franchise. The Dead or Alive series has sold more than 2 million units worldwide as of March, 2001, while also garnering critical acclaim, such as ign.com's "Fighting Game of the Year" award in 2000.

"We have great plans for DEAD OR ALIVE 3," said John Inada, Marketing Director at Tecmo Inc. "Thanks to the incredible graphic and sound capabilities of the Xbox, DEAD OR ALIVE 3 will set a new standard for fighting games. When gamers get the chance to see it at E3, I'm sure they'll agree that nothing comes close to it."

DEAD OR ALIVE 3 gives gamers the ability to enjoy a richer, more intense, action-packed experience than was previously possible on a video game system. DEAD OR ALIVE 3 is a 3D fighting game transplanted from the arcade to home, specifically for the Xbox.

"We at Microsoft were looking for the ideal fighting game to showcase the power of our new system. After looking over all the popular fighting games, we came to the conclusion that Dead or Alive 3 was the perfect choice for us," said J Allard, General Manager, Xbox Platform. "The talented programmers at Tecmo have worked wonders so far, and when gamers see the final product, I'm convinced they will be blown away."

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About Tecmo

Founded in 1967, Tecmo (Tokyo Stock Exchange Market 1st Div. "TECMO") is comprised of a large group of hard-core gamers, dedicated to producing only AAA titles. Our designers eat, breath and sleep video games, especially since they have a storied legacy to uphold. Tecmo is a software developer famous for popular franchises dating back to the 8-bit era, such as Tecmo Bowl™ and Ninja Gaiden™, and continuing through to the present with the hit series Monster Rancher™ and Dead or Alive^R. We are constantly striving to improve our titles by responding to feedback from our fans, professional game reviewers, and console manufacturers.

About Xbox

Xbox (<http://www.xbox.com/>) is Microsoft's future-generation video game system that delivers never before seen gameplay experiences. With more than three times the graphics performance of the latest generation of game consoles, Xbox empowers game designers with the technology to realize their vision of great games that are challenging, exhilarating and fun.

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