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### **TECMO MOBILE POISED TO BE MAJOR PLAYER IN 2005 US MOBILE MARKET**

Video game publisher plans to bring popular arcade and console franchises to the mobile arena to compliment the arrival of next generation phones in the US.

LOS ANGELES, Calif., May 18, 2005 – Global wireless game publisher and technology leader, Tecmo® Mobile, announced at the 2005 Electronic Entertainment Expo that Tecmo Mobile has launched itself into the mobile market with guns blazing, spreading quality content across mobile screens across the nation. Tecmo's mobile division is dedicated to bringing fun game play, advanced technology and above all else quality mobile games to the wireless world.

Already an established mobile publisher in Japan, Tecmo Mobile seeks to spread its imaginative and innovative juices throughout North America. The initiative is timed to expand Tecmo Mobile's impressive catalog of content to a wide range of today's wireless devices, and to advanced phones as they debut on each major carrier. Presently focusing on Tecmo classic arcade and retro 8-bit games, Tecmo is poised to unload revolutionary camera based and advanced 3D games into this eager market. The successful and attainable implementation of this plan will catapult Tecmo Mobile into the elite ranks of mobile publishers.

"Based on our success with *Tecmo® Bowl* and as we look ahead as a company, we see great potential in the US mobile gaming market for our classic titles and advanced content," John Inada, Tecmo's General Manager said. "Tecmo is known in the gaming industry for developing and publishing high quality games, and we plan to adhere to the same development philosophy when it comes to our mobile games and content. While other publishers are sometimes known for being on the cutting edge, we're committed to bringing the mobile game community games and content that everyone can enjoy and games on the bleeding edge."

For the latest and greatest on Tecmo and its console and mobile games check out the newly relaunched and super cool Official Tecmo Website at [www.tecmogames.com](http://www.tecmogames.com).

### **About Tecmo Mobile**

Tecmo® Mobile, located in Torrance, California, is a wholly owned subsidiary of Tokyo based Tecmo, LTD. Tecmo Mobile is a publisher of wireless games, wallpapers, ring tones and applications for cellular phones available on the nation's top cellular carriers. Popular Tecmo brands available from Tecmo Mobile include *Tecmo Bowl*®, *Dead or Alive*®, and *Ninja Gaiden*®, all of which are now available on-the-go. More information on Tecmo Mobile can be found at [www.tecmogames.com](http://www.tecmogames.com)

### **About Tecmo, Inc.**

Tecmo®, Inc., located in Torrance, California, is a wholly owned subsidiary of Tokyo based Tecmo, LTD. Tecmo, Inc. is a leading publisher of video games for next generation console, handheld hardware, and mobile devices including those manufactured by Microsoft, Sony Computer Entertainment America, and Nintendo. Tecmo has gained worldwide recognition with product lines such as *Tecmo Bowl*®, *Ninja Gaiden* ®, *Dead or Alive*®, *Fatal Frame*™, *Monster Rancher*®, and *Gallop Racer*®. More information on Tecmo can be found at [www.tecmogames.com](http://www.tecmogames.com)

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