



FOR IMMEDIATE RELEASE

NAMCO BANDAI Games and DeNA Rebrand Joint Venture

BDNA Changes Name to BNDeNA, to Release First Title in Spring

TOKYO, JAPAN – Mar. 27, 2012 – NAMCO BANDAI Games Inc., DeNA Co., Ltd. and their joint venture company BDNA Inc. today rebranded BDNA as BNDeNA Inc. The companies also unveiled BNDeNA's logo. The new name represents the two companies' commitment to combine their strengths.

BNDeNA is currently planning to launch its first game, provisionally entitled *Macross SP Cross Deculture*, this spring on DeNA's Mobage social gaming platform in Japan.

Funded by NAMCO BANDAI Games and DeNA, BDNA was established on October 3, 2011 with the aim of delivering social games and entertainment content to smartphone users worldwide.

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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 35 million users in Japan with more than 1,800 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/intl.