



February 5, 2014

News Release

NAMCO BANDAI Games Inc.

Notification regarding label standardization and change of English name of the company

NAMCO BANDAI Games Inc.
President & CEO: Satoshi Oshita
Head Quarter: NAMCO BANDAI
4-5-15 Higashi-Shinagawa, Shinagawa-ku Tokyo
Capital:10 billion yen

In response to the management merger of BANDAI Co., Ltd. and NAMCO LIMITED in 2005, NAMCO BANDAI Games Inc. has been releasing products with “BANDAI” “NAMCO” and “BANPRESTO” labels since the establishment of the company integrating the group’s game businesses in 2006. However, we will start using the standardized label of “BANDAI NAMCO Games” on new products starting on April 1, 2014, with the aim of enhancing the corporate brand.

In addition, we will simultaneously change the English name of the company from “NAMCO BANDAI Games Inc.” to “BANDAI NAMCO Games Inc.” starting on April 1, 2014. This change will be made to unify the designation “NAMCO BANDAI” within the company name into “BANDAI NAMCO” in the overall group for the purpose of promoting the “BANDAI NAMCO” brand and enhancing the appeal and value of the “BANDAI NAMCO” brand overseas.

We will further grow and evolve with aim of becoming an indispensable company in the entertainment industry in order to deliver on our mission of providing people around the world with inspiration, enrichment and happy times through “fun.”

* Information in this press release is the latest information at the date of release. Please note that the contents may be changed without prior notice.