



Press release dated December 22, 2008

Genterprise Inc.

TYO Inc.

**Genterprise Announces April 9, 2009 Launch of  
“Super Auto Salon ~Custom Car Contest~”  
A Nintendo DS Game that Generates Views of Customized Cars**

Genterprise Inc. (“Genterprise” hereafter; Head office: Meguro-ku, Tokyo; President & CEO: Masahiro Yonezawa), plans to start selling “Super Auto Salon ~Custom Car Contest~,” a custom car-themed game for the Nintendo DS, on April 9, 2009. This game is the first title of RIZE DRAGON Inc. (“RIZE DRAGON” hereafter; Head office: Meguro-ku, Tokyo; CEO: Tetsuya Hosobuchi), which was established on December 17, 2008 for the purpose of planning and producing game software. RIZE DRAGON is a member of the TYO Group, which has 47 companies centered on TYO Inc. (Head office: Shinagawa-ku, Tokyo; President & CEO: Hiroaki Yoshida), an operating holding company.

**■ Summary of the game**

The main character is Takuya, a young GT race driver. He works with a car designer named Erica with the goal of winning the grand prize at “custom super shows” held in five countries. The pair work on increasing Takuya’s popularity by earning prize money from races and other activities, studying current trends in local markets, and conducting promotional activities. The ultimate objective is to earn high marks at the custom car shows. A system similar to a card game is used for automotive custom parts, making it easy for anyone to enjoy this game. In addition, the racing portion is played using a different method than in conventional racing games. Players use a card system and touch-screen pen, which adds to the game’s action and excitement.

**■ Speed is not the only goal! Create the world’s most attractive custom cars!**

Most automotive games are races that test players’ driving skills. But winning this game requires the ability to create beautiful custom cars. Players use various alterations to create unique vehicles. Customizing goes far beyond engine tuning to maximize a car’s performance. Players must also devise attractive interior and exterior designs. Development of custom cars

also demands attention to characteristics that are not visible, such as environmental protection. Once a custom car is finished, players take the car to shows around the world to aim for a grand prize.

#### ■ **Game features a combination of customization and action!**

As the game progresses, players participate in four local shows and then advance to the world's premier super auto salon events, one country at a time. The goal is to earn the title of custom car of the year by finishing first at the events in five countries: Switzerland, Italy, Japan, Germany and the United States. Prior to entering vehicles in these shows, players participate in four types of street races to earn prize money and attract more fans. Players gain expertise in developing vehicles as well. These events use a mini-game format. But this game does not use the conventional operating techniques of other driving games. For example, players compete for points listed on the parts cards they collect and can use a touch-screen pen to draw a vehicle's path through a corner. With these features, the game provides outstanding action and variety while making it easy for anyone to play.

#### ■ **Customize vehicles using a card-game format. Collect the best cards!**

Automobile custom parts are placed on cards to allow players to collect these parts just as they would when playing a card game. A player's parts cards are then used as required. Races (street, chicken, drag and autobahn races) are used to collect money and become more popular. Players who have custom parts best suited for a particular race have an advantage. Speed is not everything. Success demands excellence in acceleration, braking and other aspects of performance, too. Furthermore, vehicles are also evaluated based on their appearance and new technologies, like environmental systems. That means players need to adopt a strategic approach to the selection of custom parts.

#### ■ **"Throttle Card Battle" sets a new standard for racing games**

The game uses a turning "throttle battle card" for the custom super shows, chicken race and other activities. Parts cards include a fixed number of points that contribute to racing performance and scoring in shows. Players must select a good card by pushing the stop button with the right timing to select from the cards that go by like the wheels of a slot machine. The goal is to collect cards with more points than the cards of competitors.

A player's cards must be used wisely based on the outlook for increases and decreases in the number of people at a show in order to prevent the wasted use of a card.

Attendance at auto shows affects the number of fans a player has at races. Furthermore, players can aim to double their points by using female attendants to attract more spectators at shows and using new technology cards. At races, nitro systems and other methods can be used

to double points.

### ■ **Attract more fans by earning prize money and raising your popularity!**

Winning the races described earlier will earn players prize money, make their vehicles widely recognized, improve their ability to develop vehicles, and provide other benefits. The result will be higher popularity and greater capabilities. Overall, these benefits will improve scores at custom super shows.

### ■ **Custom super shows around the world**

Custom super shows for exhibitions of custom cars are held in five countries: Switzerland, Italy, Japan, Germany and the United States. There are five shows in each country, including four small events and one national event, for a total of 25 shows. The goal of this game is to be the winner at these shows in order to earn the title of custom car of the year.

### ■ **Story**

Takuya, the main character, has achieved his dream of becoming a GT racer. Suddenly, the chairman of the company that sponsors him orders Takuya to participate in custom super shows. Furthermore, he is ordered to capture first place.

Custom super shows are the world's most famous custom car shows, where participants include famous car designers and large companies. The Super Auto Salon shows are the largest shows in their respective countries. Everyone believes it is impossible for a first-time participant to win the grand prize. Takuya goes to Geneva, Switzerland, the site of one of these super shows. There, he meets a young car designer named Erica Hayama. She has a strong desire to design a custom car that can take the grand prize. But Takuya has no interest in designs. He wants only parts that can make a car go faster. These two people with completely different interests join forces to aim for the impossible goal!

### ■ **Special gift for early buyers: “Slammed Ace 200” original custom minicar**

The “Slammed” Ace 200” is a fantasy custom car created by customizing a commercial van.

This is a large minicar for display that has a length of 10cm. Only a limited number of these minicars are available.

Title:	Super Auto Salon ~Custom Car Contest~
Platform:	Nintendo DS
Launch:	April 9, 2009 (tentative)
Price:	¥5,040 (with tax)
Genre:	Throttle card battle (Major genre: action)
CERO:	To be determined

Supplier: RIZE DRAGON Co., Ltd.  
Distributor: Genterprise Inc.  
Players: One  
Copyrights: © 2009 RIZE DRAGON  
Official site: <http://www.genterprise.jp/sas/>

■ Game logo



■ Primary Characters



■ Main character (Takuya)

Calls himself a genius as a GT racer.

Once he achieved his dream of becoming a GT race car driver, the chairman of his sponsoring company suddenly ordered him to go to Geneva to participate in a custom super show. Takuya is an expert at driving cars fast, but he has no passion about cars.



■ Erica Hayama

Voice: Yumi Aman

Erica has outstanding talent and good sense about designs. Her car designs are becoming increasingly popular among young people. But her wealthy father is vehemently opposed to her decision to become a car designer. Erica is determined to lead her own life by capturing a super auto salon grand prize.



■ Masami Kaedesawa

Voice: Kunie Ogawa

Masami is a true genius with an IQ of about 200. When she was assigned by a large computer company to a research team working on automotive CPUs, she became very interested in the big difference in performance that a CPU can make. Now she is devoted exclusively to the production of automotive CPUs.

■ The story advances by using conversations and a variety of events.



As the story progresses, there are computer graphics of events and players can select a gallery mode.

■ Garage screen (Selected from five types of vehicles)



Players select one vehicle category per country and then perform customization depending on the type of show and race.

#### ■ Marketing and promotional activities



Players use marketing and promotional activities to identify local trends and attract more fans.

#### ■ Garage screen



Cars are customized inside the garage. Some parts are good for racing and others for shows. Players must use their parts in the most effective manner.

■ Winning prize money: Points are different for each of the four race categories. Custom parts are selected from the deck of cards to produce the points needed to win. Players also compete on the basis of accuracy by using a touch-screen pen to draw lines and steer.



Drag race

Autobahn race

Street race

Chicken race

\*Screens are still under development.

### ■ Custom Super Shows

There are five custom super shows in each country: four local events and one super auto salon. At custom super shows, people attending these events evaluate vehicles. In addition to points for the appearance, evaluations include points for the development of new technologies (hybrid engines, environmental systems, etc.) based on the vehicle's concept. Players who have parts cards with high points for shows will have an advantage.



The player's vehicle is displayed along with competing vehicles.



Attendants help attract more visitors.





■ Special gift for early buyers



(Scenario)

A “heavy American” vehicle model based on the concept of creating the ultimate U.S. customized vehicle. This remarkable Slammed U.S. van is simple yet leaves a strong impression. Narrow body parts have been replaced with wide body parts. The result is a beautiful, wide profile with a powerful presence that flows from the grille.

\*Screens are still under development.

\* RIZE DRAGON Co., Ltd. and Genterprise Inc. are members of the TYO Group.

\*Company names, logos, product names and service names are trademarks or registered trademarks.

■ Profiles

**【Seller】**

Company name: RIZE DRAGON Co., Ltd.  
 Head office: 3F 1-7-13 Mita, Meguro-ku, Tokyo  
 President & CEO: Tetsuya Hosobuchi  
 Established: December 17, 2008

**【Distributor】**

Company name: Genterprise Inc.  
 Head office: 3F, 1-7-13 Mita, Meguro-ku, Tokyo  
 President & CEO: Masahiro Yonezawa  
 Established: January 11, 2008



URL: <http://www.genterprise.jp/>

**【TYO Inc.】**

Company name: TYO Inc.

Head office: 2-21-7 Kami-Osaki, Shingawa-ku, Tokyo

President & CEO: Hiroaki Yoshida

Established: April 2, 1982

URL: <http://group.tyo.jp/>

【Appendix】

## **Information about Newly Established Company Called RIZE DRAGON**

“Super Auto Salon ～Custom Car Contest～,” a newly announced game for the Nintendo DS, is the first game title of RIZE DRAGON Co., Ltd., a TYO Group company that was established on December 17, 2008 for the purpose of planning and producing game software. The new company is positioned as the brand holder for the entertainment business of the TYO Group. The goal is to establish RIZE DRAGON as a comprehensive car entertainment brand that conceives and produces automotive content.

### **■ Reason for establishment**

The TYO Group has an entertainment business that is engaged in the planning and production of game software. In January 2008, Genterprise Inc. was established to specialize in the sale of game software. This created a unified platform for game sales and marketing activities for the entire group. Forming this company allowed game software production companies to focus exclusively on the conception and production of games. With this framework, the TYO Group can better use the strengths of each activity in order to adapt to the increasingly exacting and diverse demands in the video game market.

The newly established RIZE DRAGON is devoted exclusively to the car action game category, which is already a well-established genre within the video game market. The company aims to establish RIZE DRAGON as a brand for comprehensive car entertainment by planning and producing a broad range of “automotive content”. In addition, the company plans to use collaboration with automotive magazines to perform research concerning established automotive content as well as popular new developments. The objective is to target categories of automotive activities that have not yet been transformed into games. Through this approach, RIZE DRAGON plans to differentiate itself from competitors and create content that is even more appealing.

RIZE DRAGON gives the TYO Group an even more powerful group of game software planning and production companies, including Suzak Inc., which develops software for other companies, and brand holders Sting Co., Ltd. and 5pb. Inc. These companies will be used to maximize earnings by producing games in many categories, extending from car action to role playing and adventure. With these resources, the TYO Group plans to further increase activities aimed at expanding its game software planning and production operations.

### **■ Business Structure**

The diagram below shows how Genterprise and RIZE DRAGON are positioned within the video

game business of the TYO Group. In addition to companies serving as brand holders, this business includes Suzak and other software development studios, which develop software for other companies.

Operating a game business that produces three types of games helps hedge risks. Since this provides a stable base of operations, the TYO Group plans to aggressively expand the operations of brand holding and development studio companies.

Publisher (Sales company)



Brand holders (Planning and production)



Game software producers

Outsourced development

