

DBG & DeNA Bring Skee-Ball 2 to the Apple App Store

SAN FRANCISCO – December 11, 2012 – DeNA Co., Ltd. (TSE: 2432) and Dimensional Branding Group (DBG), the licensing agency responsible for Skee-Ball licensing and promotions, announced today the release of the sequel to the highly acclaimed Skee-Ball, the mobile game. The game is now available for download for the iPhone, iPad and iPod Touch.

Skee-Ball 2, developed by DeNA's Freeverse game studio, is available on iOS. With a quick flick, the player rolls the ball up the ramp and into one of the numbered holes for points, tickets, tokens and achievements. Players simply flick their finger across the screen or make a bowling motion and then tilt the device to add spin.

"The new state of the art multiplayer Skee-Ball 2 game illustrates the commitment of DBG, Skee-Ball amusement games, and Freeverse to continue to improve the number one ranked iOS arcade game brand for the millions of engaged fans around the world," said Larry Seidman, CEO of DBG.

The new game has been reinvented with many new features and game mechanics, including multiplayer functionality, retina graphics, authentic Skee-Ball sounds, improved NVIDIA PhysX engine delivering console-quality physics so the ball rolls and bounces hyper-realistically, and new Beast lightmapping technology that provides real-time, realistic lighting.

"With this sequel to the highly acclaimed original Skee-Ball, we are pleased to introduce a number of new and improved features in Skee-Ball 2," said Doug Scott, Vice President of Marketing and Revenue at DeNA's U.S. subsidiary ngmoco, LLC. "This classic arcade game is easy to learn and will be hard to put down for fans of the original Skee-Ball mobile game and new fans looking for a fun, casual game to play on their mobile devices."

To download Skee-Ball 2 visit the [Apple App Store](#).

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based brand extension agency that focuses on brand licensing, business development and promotion services with a unique emphasis on the interactive & digital channels. DBG specializes in developing toys & games, iconic brands & digital trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet among others), Temple Run, Horn, Hawken, Fight My Monster, Jenga, Skee-Ball, Chronicle Books, Urban Dictionary, Miniclip and its company owned titles (Gravity Guy, Fragger, 8 Ball Pool), Worst-Case Scenario & Bob's Space Racers

About DeNA

DeNA Co., Ltd. is a global Internet company focused on social games, e-commerce and other Web services for mobile devices and PCs. DeNA's current flagship business is its mobile social games platform Mobage, which offers first-, second- and third-party games on four localized user networks across Japan, China, South Korea and the rest of the world. The original Mobage network in Japan currently serves over 43 million registered users with more than 2,000 titles. Founded in 1999 as a small startup in Tokyo, DeNA currently has over 2,000 employees worldwide working at offices and development studios in 16 cities across 11 countries and regions. The company generated annual sales of more than 1.8 billion U.S. dollars in the fiscal year ended March 2012. DeNA is listed on the Tokyo Stock Exchange (2432). For more information, visit: www.dena.jp/intl.

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