



October 15, 2014

Press Release

3-1-3, Uchihiranomachi, Chuo-ku
Osaka, 540-0037, Japan
Capcom Co., Ltd.
Haruhiro Tsujimoto, President and COO
(Code No. 9697 First Section of Tokyo Stock Exchange)

Shipments of “Monster Hunter 4 Ultimate” Quickly Surpass 2 Million Units

- “Monster Hunter 4 Ultimate” becomes Capcom’s 63rd million seller with sales on target to meet the fiscal year’s plan -

Capcom Co., Ltd. (Capcom) is pleased to announce that shipments in Japan of “Monster Hunter 4 Ultimate” (Japanese title: “Monster Hunter 4G”) for the Nintendo 3DS™ are now more than 2 million units, including sales of the downloadable version through downloadcards and the Nintendo eShop.

The “Monster Hunter” series is a hunting action game that pits players against giant monsters in a beautiful natural environment. The series has sparked a social craze known as the “Monster Hunter Craze” by introducing a new kind of communication style for players through cooperative play focused on hunting monsters with their friends. 2014 is the 10th anniversary of the launch of the 2004 home video game that started this franchise, which became a massive hit. The number of fans is still rising and total sales of the series were more than 31 million units as of October 15, 2014.

“Monster Hunter 4 Ultimate” is the sequel to the highly successful “Monster Hunter 4”, which has shipments of more than 4.1 million units. “Monster Hunter 4 Ultimate” has new monsters and many other new elements while maintaining the same world view and gaming qualities of the previous title. Furthermore, current players can transfer most data from “Monster Hunter 4”.* With these features, “Monster Hunter 4 Ultimate” has recorded strong sales among new players as well as fans who enjoyed previous titles in the “Monster Hunter” series. Capcom has been conducting a variety of successful marketing activities, too. For example, there have been “Kar Rival” events where people can try out “Monster Hunter 4 Ultimate” and a TV commercial with Olympic figure skating gold medalist Yuzuru Hanyu. The resulting explosive popularity of “Monster Hunter 4 Ultimate” has propelled shipments to more than 2 million units only five days after the title’s release.

To extend the appeal of “Monster Hunter 4 Ultimate” to more user segments, Capcom will hold an event called “KariCon – Let’s go hunting with MH4G” starting in October jointly with Linkbal Inc., which operates large-scale dating events called MachiCon. This event is to take place in five cities. In addition, Capcom will hold “Monster Hunter Festa ’15” starting in January 2015. Capcom will continue to conduct a variety of activities, including collaborative events with companies outside the game industry, to further increase the value of the “Monster Hunter” brand.

Capcom remains firmly committed to satisfying the expectations of all users by making the most of its industry-leading game development capabilities in order to create games that are full of originality.

*Except North America and European version

【Product Details】

1. Title	Monster Hunter 4 Ultimate (“Monster Hunter 4G” in Japan)
2. Genre	Hunting Action
3. Platform	New Nintendo 3DS / Nintendo 3DS
4. Release Date	Japan : October 11, 2014 (Saturday) North America and Europe : Early 2015

* Nintendo 3DS is a trademark of Nintendo Co., Ltd.



Inquiries regarding the above information may be directed to:

Capcom Co., Ltd.

Public Relations Office

(E-mail) ir@capcom.co.jp

(Address) 3-1-3, Uchihiranomachi, Chuo-ku, Osaka, 540-0037, Japan

(Tel) +81-6-6920-3623 (Fax) +81-6-6920-5108