



**FOR IMMEDIATE RELEASE**



**COOKING MAMA SEASONS NOW AVAILABLE ON THE APP STORE**

***The Family-Favorite Cooking Action Game Released in Free-to-Play Form***

**TOKYO (December 20, 2012)** – TAITO Corporation (TAITO®), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., today announced the worldwide release of COOKING MAMA® SEASONS for iPhone®, iPod touch®, and iPad®.

COOKING MAMA allows players to enjoy the experience of food preparation through a variety of activities, simulating chopping ingredients, frying, boiling, etc. Released to both game consoles and the App Store, the series has become a global hit, charming players of all ages. Now reborn as COOKING MAMA SEASONS, this latest free-to-play edition of the cooking action game is the most accessible yet, serving up new recipes, improved graphics, and fun new features.

**COOKING MAMA Now Free-to-Play, with New Dishes on the Way!**

Offered as a free-to-play download, COOKING MAMA SEASONS makes it easy for new players to sample the available cuisine, with two recipes—the Hamburger Stewed in Tomato Sauce and French Fries—available to play immediately. Mama Stamps may also be collected in-game and redeemed for other free recipes. For those players who cannot wait to get into the kitchen, COOKING MAMA SEASONS PRO is also available, delivering a package of 17 ready-to-play recipes at a set price.

The game launches with more than 25 free and premium recipes. New recipes will be added on a monthly basis, with a special emphasis on kids' favorite meals and holiday dishes. The diverse and seasonal menu not only offers a way for children to try their hand at preparing their favorite meals, but also another way for families to share holiday cheer.

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### More Appetizing Than Ever!

In addition to iPhone Retina graphics, COOKING MAMA SEASONS features full screen iPad support and a host of realistic, mouth-watering sound effects.

Further adding to the experience, the game includes a brand new Food Art mode in which players use collectible ingredient cards to decorate and garnish completed meals. Finished creations may be saved to the in-app album or shared with friends via Facebook and Twitter.

TAITO will continue to release high-quality games that take full advantage of the iPhone and iPod touch's individual characteristics.

### Details

#### COOKING MAMA SEASONS / COOKING MAMA SEASONS PRO

- \* Release Date: December 20, 2012
- \* Region: Worldwide
- \* Price: Cooking Mama Seasons is Free-to-Play, with in-app purchases  
Cooking Mama Seasons Pro is US\$6.99, with in-app purchases
- \* Device: iPhone 4 or later / iPod touch (4<sup>th</sup> generation or later) / iPad 2 or later
- \* Operating System: iOS 6.0 or later
- \* Copyright: ©2012 COOKING MAMA LIMITED  
Developed and Published by TAITO Corporation

\*Existing COOKING MAMA LITE players will receive COOKING MAMA SEASONS (with the two included recipes) via the App Store as an update, with owners of the paid COOKING MAMA receiving COOKING MAMA SEASONS PRO (with 17 recipes) at no additional cost.

### Related Links

- \* Cooking Mama World Homepage <http://www.cookingmama.com/>
- \* Official Smartphone Homepage - touch! play! TAITO: <http://tap.taito.com/>
- \* TAITO Official Homepage: <http://www.taito.com/>
- \* TAITO's Official Facebook® Page: <http://www.facebook.com/TAITO.Eng>
- \* Follow TAITO on Twitter®: <http://twitter.com/TaitoCorp>

### **About TAITO Corporation**

TAITO Corporation (TAITO) is a wholly-owned subsidiary of Square Enix Holdings Co., Ltd. With headquarters in Tokyo, Japan, TAITO operates core businesses such as game arcade operations, coin-operated game machines, and mobile phone content services. A seminal part of gaming history, TAITO caused a worldwide sensation with its arcade legend, SPACE INVADERS®, and developed such fan favorites as PUZZLE BOBBLE® (BUST-A-MOVE®) and ARKANOID®. Today, TAITO continues to thrill game lovers of all generations by offering both classic and new family-oriented titles on the latest gaming platforms. TAITO delivers a wide range of entertainment experiences with the goal of providing consumers with fresh surprises and new discoveries. More information on TAITO can be found on the Internet at <http://www.taito.com/>.

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