



FOR IMMEDIATE RELEASE



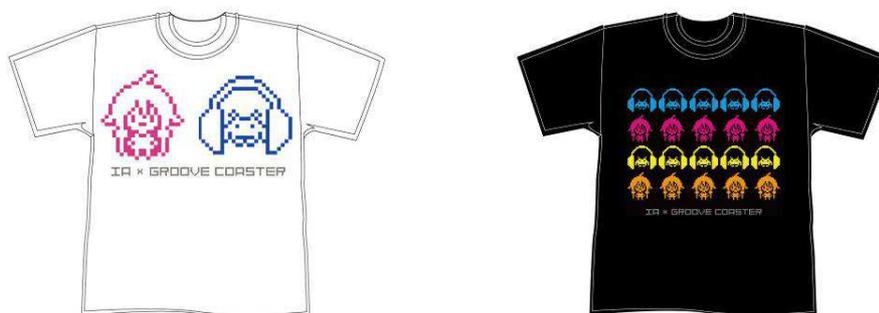
GROOVE COASTER TEAMS UP WITH VOCALOID™3 IA
Special Collaboration to be Featured at Tokyo Crazy Kawaii Paris Event

TOKYO (September 17, 2013) – TAITO Corporation (TAITO®), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., and 1st PLACE Co., Ltd., today announced a special collaboration between TAITO's iPhone®, iPod touch®, and iPad® rhythm game GROOVE COASTER® and 1st PLACE's VOCALOID™3 Library (virtual idol character) IA.

For the first part of the crossover event, GROOVE COASTER and IA will be exhibited at the Tokyo Crazy Kawaii Paris event being held in Paris, France, from Friday, September 20, to Sunday, September 22. The GROOVE COASTER ZERO app will also host a special event that includes a new playable track featuring IA.

IA + GROOVE COASTER Merchandise Arrives!

The IA + GROOVE COASTER tie-up will be featured as a part of Tokyo Crazy Kawaii Paris, an event intended to spread Japan's unique "Kawaii culture" of cuteness and fashion across the globe. A wide variety of merchandise relating to the special collaboration will be available for sale at the official IA shop.



IA + GROOVE COASTER Collaboration T-Shirt Designs

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The GROOVE COASTER ZERO iPhone/iPad game will also be on display at the booth, with an IA-themed stage available for play free of charge.

[Tokyo Crazy Kawaii Paris Event Details]

Date: Friday, September 20 – Sunday, September 22, 2013

Venue: Parc Floral De Paris

Sponsor: Tokyo Crazy Kawaii Committee

URL: <http://www.crazykawaii.com/>

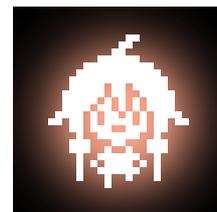
IA Tracks By Popular Artists Featured in GROOVE COASTER ZERO!

To celebrate its inclusion in the Tokyo Crazy Kawaii exhibition, an IA version of hit artist ASY's single "SEE THE LIGHTS" will be made available as a playable track free of charge in the GROOVE COASTER ZERO iPhone/iPad app starting 12:00 Japan Standard Time Friday, September 20. Players who are in the top 1,000 of SEE THE LIGHT's ranking by 11:59 PM JST Monday, October 7, are also eligible to receive 10 VISIBLE items as an additional bonus.

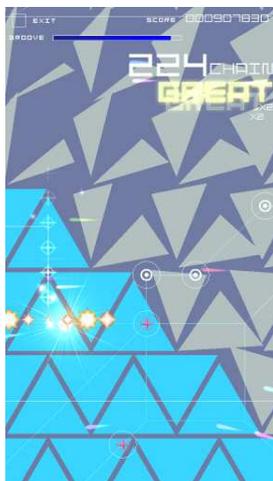
In addition to the free level, Friday, September 20 sees the launch of a new IA Clubline Pack for GROOVE COASTER ZERO. This deluxe pack includes popular VOCALOID™ producer JIN's (Shizen no Teki P) "World Calling" as remixed by electro dance musician TeddyLoid as well as other IA-themed tracks by TeddyLoid and ASY. In addition to four playable tracks, customers will receive a special limited edition Avatar based on the pixelated IA portrait created especially for this collaboration. The IA Clubline Pack offers a convenient way for fans to enjoy even more IA flavor within GROOVE COASTER ZERO.

[IA Clubline Pack Contents (\$4.99)]

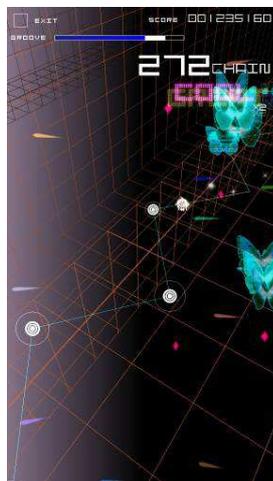
World Calling (TeddyLoid Remix) / JIN; Over Drive / TeddyLoid;
NO feat. IA / ASY; ENE no Dennou Kikou / JIN.



Special IA Avatar



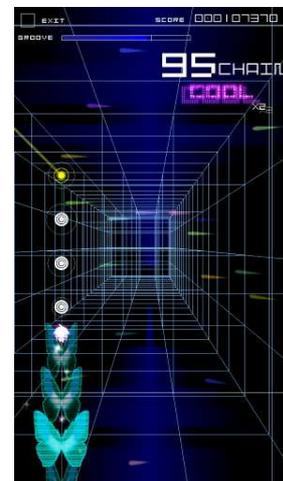
World Calling



Over Drive



NO feat. IA



ENE no Dennou Kikou

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The Tokyo Crazy Kawaii Paris event is only the first stage of the collaboration between GROOVE COASTER and IA, and fans can look forward to even more exciting developments in the future.

About IA

VOCALOID™3 Library IA was conceived as a virtual diva with a “crystal voice.” Pairing high performance with an appealing character, the IA software quickly shot to the top of Amazon’s music production software category. Beloved by both the industry and amateur users, sales of the software exceeded 10 million units within six month of its release. IA is a versatile virtual artist, boasting vocals suitable for both high tone ranges as well as speedy rock and rhythmic dance music. IA’s virtual career began on November 28, 2012, with a joint single with producer JIN.

One year after the release of the software a special edition of the VOCALOID™3 Library entitled “IA –ARIA ON THE PLANETES-“ was released in conjunction with a series of anniversary events. One special release was “IA/02-COLOR-“, released on January 20, 2013, which included work by a wide variety of artists active in the VOCALOID, J-POP, rock, and club music scenes. One of the tracks, “America –We are all right!-“ later went on to become the ending them of TV Tokyo program “Super GT+”.



<http://ia-project.net/artist/ia/>

About GROOVE COASTER ZERO

Released for the iPhone, iPad, and iPod touch, GROOVE COASTER ZERO is a free-to-play rhythm game. The game offers exhilarating roller coaster action with simple one-finger controls; players simply touch to the rhythm. Boasting a variety of new features, the game is an expanded follow-up to 2011’s internationally award-winning GROOVE COASTER.

The core game includes more than 20 free playable tracks, as well as offering a wide variety of VOCALOID™, J-POP, video game music, and original songs as extra downloadable content. GROOVE COASTER ZERO continues to grow, with more appealing tracks on the way.

Details

GROOVE COASTER ZERO

- * Region: Worldwide
- * Price: Free-to-Play, with in-app purchases

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- * Device: iPhone / iPod touch / iPad
- * Operating System: iOS 4.3 or later
- * Copyright: ©TAITO CORP.1978,2013
- * Link: <https://itunes.apple.com/app/id549050409>

Related Links

- * GROOVE COASTER Homepage: <http://groovecoaster.com/>
- * GROOVE COASTER Facebook® Page: <http://www.facebook.com/GrooveCoaster>
- * 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/>.

GROOVE COASTER, the GROOVE COASTER logo, ARKANOID, BUST-A-MOVE, DRAGON QUEST, EIDOS, FINAL FANTASY, PUZZLE BOBBLE, SPACE INVADERS, SQUARE ENIX, TAITO, the TAITO logo, and TOMB RAIDER are registered trademarks or trademarks of the Square Enix Group. iPhone, iPod Touch, iPad, and App Store are registered trademarks or trademarks of Apple Inc. Android and Google Play are registered trademarks or trademarks of Google Inc. FACEBOOK is a registered trademark of Facebook, Inc. TWITTER is a registered trademark of Twitter, Inc. VOCALOID is a registered trademark of Yamaha Corporation. All other trademarks are the property of their respective owners.