

For immediate release



About Nippon Ichi Software

Nippon Ichi Software was founded in 1994 in Gifu, Japan, as an entertainment software company. Since then Nippon Ichi Software has grown into an international company focused on creating innovative and entertainment merchandises, such as videogames.

www.Nippon1.jp



About NIS America

In 2003, NIS America was established in Southern California to bring exciting, one-of-a-kind Japanese culture to North America. NIS America's team members devote themselves to the fans. Their respect for their fans is at the heart of everything they do. As an established entertainment publisher in the U.S., NIS America is committed to continuous growth and improvement.

NIS America is a subsidiary of Nippon Ichi Software, Inc., a Japanese company famous for its unique line of strategy RPGs with titles such as *Disgaea*, *Phantom Brave*, and *Makai Kingdom*. NIS America has also become a publisher of Japanese anime titles, such as *Toradora!*, *kimi ni todoke -From Me to You-*, and *Katanagatari*.

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APPOINTMENT OF SOHEI NIIKAWA AS NEW PRESIDENT OF NIS AMERICA, INC.

Santa Ana, Calif. (June 21, 2012) NIS America announced today that Sohei Niikawa, the president of Nippon Ichi Software and widely recognized creator and lead producer of the *Disgaea* series, has been appointed as NIS America's new president, effective July 1, 2012.

Mr. Niikawa, incoming president of NIS America, Inc., says "Last April, Nippon Ichi Software, Inc. implemented a new corporate philosophy: 'Entertainment for All'. While continuing to prioritize quality game software, we began to actively pursue bringing other forms of quality entertainment to our fans and customers. These forms include comic books, anime, music, movies, novels and mobile games. Going forward, NISA will strive to please as many customers and fans as possible by bringing all of these forms of entertainment to them in accordance with the spirit of this corporate philosophy. I greatly appreciate the continued support of all of NISA's business partners, the media community, and our customers and fans."

Haru Akenaga, the outgoing president of NIS America, established the company in 2003 with a vision of becoming a bridge between the East and West by making pop culture available in the form of entertainment. Since then, NIS America has successfully brought a number of videogame titles from Japan to the North American and European markets. In the past few years, NIS America has expanded its reach to also bring Japanese anime titles to fans throughout North America. As NIS America's ninth anniversary approaches, Haru Akenaga has decided to explore further opportunities in Japan. Nippon Ichi Software recognizes Haru Akenaga's significant contributions to NISA and the Nippon Ichi Software group, and is committed to supporting Haru's new business ventures going forward.

Haru Akenaga had the following message to share: "As I move on from NISA I would like to express my sincerest appreciation to all who have supported this company during the past 8 years. When I think back to the time NISA was established, it feels like a small miracle that NISA was able to exist and enjoy this kind of growth and success. I can say with certainty that we would not be here today if not for the tremendous help we received from everyone. Through NISA I have gained many valuable experiences and made personal connections that I will treasure throughout my life and career. I consider myself truly fortunate. Thank you from the bottom of my heart for these wonderful 8 years. I will see you in the near future!"

With the combination of Haru's vision and the newly adopted philosophy, 'Entertainment for All', NIS America is set to continue growing and exploring any and all new opportunities that lie ahead.

Contact

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