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THE GIANTS OF FIGHTING COME FACE TO FACE AT GAMESCOM FOR *'TEKKEN X STREET FIGHTER'*

- ***TEKKEN's Katsuhiro Harada and Street Fighter's Yoshinori Ono to Clash in a Public Spectacle at GamesCom in Cologne, Germany, Thursday 19th August –***
- ***Compete in Live On-stage Tournament, Adjudicated by Two Fight Game Greats -***

CERGY-PONTOISE, FRANCE – 5 August 2010 – This is one fight you do not want to miss. In the red corner, the unbeaten champion of NAMCO BANDAI Games Inc., **TEKKEN™** series director Katsuhiro Harada, fresh from the knock-out victory of **TEKKEN 6**. In the blue corner, Capcom's own fight hero, **Street Fighter™** series producer Yoshinori Ono. Sparks will fly as they come face to face for a deadly **TEKKEN X Street Fighter** duel between fight game greats at this year's vast GamesCom event in Cologne, Germany.

Open to everyone, the epic bout will take place at 14:00 on Thursday 19th August in Konrad-Adenauer-Saal of the Kölnmesse. Fans will not only witness the first devastating blows in what will be an ongoing battle to settle the greatest fight game beef of all time, but they will also get the chance to compete in an on-stage tournament under the gaze of video game fighting's greatest luminaries. Everyone who attends the event will walk away with exclusive **TEKKEN X Street Fighter** goodies, with special prizes for the tournament victors.

Don't miss this incredible chance to see history unfold before your very eyes, and become a part of it yourself in the presence of the men who make it all happen. Eight competitors will be picked up randomly by Harada-San and Ono-San in the audience and will compete against each other along with six **TEKKEN™ 6** and six **Super Street Fighter 4™** community members. They will all have the chance to receive special prizes given by the two video game legends.

"Our gathering of Street Fighter fans at the special occasion of ComiCon in San Diego was marred when Harada pathetically attempted to bribe everyone present with free copies of his games." said Yoshinori Ono, Street Fighter Series Producer, Capcom. "Capcom, however, is an honorable company. We don't just crash other companies' events. So I've properly notified in advance that I will participate in the TEKKEN fan event planned for GamesCom. Since it is by invitation of the TEKKEN team, I expect Harada to have various underhanded surprises planned. Knowing this, I still plan to participate in the event while overcoming any obstacles he may have planned so that I can show them what a real fighting game is all about. I'll also take with me the shaving oil I received from Hakan and the shaving

razor from Vega so that I can erase that overgrown beard of Harada's, exposing that baby face to go with his childish actions. It should turn out to be a great party!"

"After releasing Street Fighter III: Third Strike in 1999, Ono disappeared from the fighting game scene. Even though there were many requests for a sequel from fighting game fans, and even veteran fighting game developers like myself, Ono, Ryu, Chun Li, and crew failed to show their faces for 10 years". said Katsuhiro Harada, TEKKEN Series Director at Namco Bandai Games Inc. "When they do finally show after a blank of 10 years, they don't even bother to say a few words to the Mishima Zaibatsu, who helped maintain the fighting game scene for the 10 years they were gone. Not only that, they flee Japan to have their little gathering of fanboys at ComiCon in San Diego. So I made a sudden appearance at their little event, handed out a few free games to gain favor, and delivered a challenge to Ono. Unfortunately, we weren't able to settle things at ComiCon but I'll face him again this time in Europe – at Cologne! Blows are exchanged in place of civilities – that's how it's done at the Mishima Zaibatsu. "

TEKKEN X Street Fighter will invite Street Fighter™ characters into the TEKKEN universe for the very first time, each one receiving a TEKKEN visual makeover while keeping their fighting style and special moves fully intact. Once there, players will discover for themselves whether they're really a match for the deadly power of the TEKKEN alumni.

TEKKEN is one of the world's most popular and well-known gaming brands with 15 years of hard-hitting history and more than 39 million units shipped globally to date, including over 3 million copies of **TEKKEN 6**.

For those who just can't wait, the best fighting game on the planet, **TEKKEN 6**, is available now for PlayStation®3, Xbox 360® and PSP® (PlayStation®Portable), packed with ferocious new features and electrifying King of Iron Fist fight action.

Look out for updates on www.tekken.com and join the TEKKEN fan community at www.facebook.com/tekken and on Twitter http://twitter.com/Harada_TEKKEN / <http://twitter.com/tekkenbob>

About NAMCO BANDAI Games Europe:

NAMCO BANDAI Games Europe S.A.S. is a leading software publisher producing a broad catalogue of high quality interactive entertainment for console and PC gaming platforms and online which is marketed and sold in 50 countries across Europe, the Middle East, Africa and Australasia. The company is a part of the NAMCO BANDAI group of companies known for creating and publishing many of the industry's top video game franchises including Tekken™, Dragon Ball®, Naruto™, SOULCALIBUR™, One Piece™, RidgeRacer™, Ace Combat™ and Tamagotchi™.

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