

June 29, 2007

Company Name: GungHo Online Entertainment, Inc.
President & CEO: Kazuki Morishita
(Code No.: 3765; Listed on Osaka Stock Exchange Hercules Market)
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To Whom It May Concern

Notification concerning the postponement of service launch of Seikimatsu Online RPG “Hokutonoken ONLINE”

GungHo Online Entertainment, Inc. (HQ: Chiyoda-ku, Tokyo; President & CEO: Kazuki Morishita) (hereafter “GungHo”) announced on December 27, 2006, that Seikimatsu Online RPG “Hokutonoken ONLINE” would launch service in the second quarter of fiscal 2007. Although this was our original intention to launch service in the second quarter, in order to provide a superior quality product and service, we hereby give notification that the service launch of “Hokutonoken ONLINE” will be postponed.

A closed beta test was originally planned to start from March 22, 2007, but on March 19, users were notified that the test would be postponed. Although the closed beta test version was complete at that point, as a result of internal evaluations and considerations from a strategic perspective for overseas roll-out, it was judged that it would be necessary to improve the version, concentrating on the fighting systems, and a decision was made to engage in additional development with the aim of improving graphics quality and gameability. GungHo will continue to make every effort to produce a version of “Hokutonoken ONLINE,” that gives the many “Hokutonoken” fans maximum game-playing enjoyment. Our current target is to launch the service by the end of 2007.



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(About “Hokutonoken”)

“Hokutonoken” first appeared in a manga for young people in 1983, and immediately proved an explosive success, being then produced as a television anime series. Not only did the series launch such popular phrases as “You’re already dead,” “*Abeshi!*” and “*Hidebu!*” into the popular psyche, the anime series was broadcast in more than 40 countries, and with more than 100 million comics being sold worldwide the content became truly global. Even now, more than 20 years after the launch of the original series, “Hokutonoken” still enjoys tremendous support among the baby boomer junior generation, and the series continues to be loved by a variety of fans, with a five-part new movie being launched, starting from last year.

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