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Kick Off of the “GOLD OLYMPIA” Brand!
Launch of Pachislot Machine “LOONEY TUNES: BACK IN ACTION”
The First Full-Scale Collaboration between Fields and OLYMPIA



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Fields Corporation (Head office: Shibuya-ku, Tokyo; President and CEO: Hidetoshi Yamamoto) announces the nationwide release of the pachislot machine “LOONEY TUNES: BACK IN ACTION,” the first product of the new “GOLD OLYMPIA” brand developed through a full-scale business tie-up between Fields and OLYMPIA Co., Ltd. (hereinafter referred to as “OLYMPIA”). Details of this release are given below.

For the newly launched “GOLD OLYMPIA” brand, Fields licenses character merchandizing rights and carries out product planning, while OLYMPIA engages in product development and manufacturing. Fields serves as the exclusive distributor of the brand.

The “LOONEY TUNES: BACK IN ACTION” pachislot machine is the culmination of the synergy of Fields’ capabilities in content development and OLYMPIA’s expertise in technological development. At the center of all the action is Bugs Bunny, the most popular and widely-recognized member of the many cute and spirited Looney Tunes characters appearing in the movie “LOONEY TUNES: BACK IN ACTION.” This new pachislot machine provides Bugs and the rest of the members a chance to put on performances that showcase the unique personality of each character, giving players with an opportunity to fully experience the wondrous Looney Tunes world. “LOONEY TUNES: BACK IN ACTION” is certain to provide great enjoyment to not only regular enthusiasts of pachislot, but also to a very wide range of players, including fans of animated cartoons.

Plans call for “LOONEY TUNES: BACK IN ACTION,” the first full-scale collaboration between Fields and OLYMPIA, to be made available in pachinko halls throughout Japan from the middle of May for the enjoyment of pachislot fans.

Sales of this new pachislot machine have been incorporated into the Fields Corporation business plan for the fiscal year ending March 2007.

◆For inquiries or further information, please contact:◆

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