



Acquisition of Rights for “Lingerie Football League” Video Game

YUKE’S Co., Ltd (HQ: Osaka, Japan; President: Yukinori Taniguchi; hereafter, “YUKE’S”) has acquired a license and rights to make a video game for the Lingerie Football League (hereafter, “LFL”).



About the LFL

The LFL is an indoor football league played by teams comprising 7 females. With the athletes wearing helmets, shoulder pads, elbow pads, knee pads, garters, sports bras, and panties, this aggressive yet sexy sport is currently gaining popularity.

Since premiering in Fall 2009, the Lingerie Football League has been recognized as the 'Fastest growing sports league in the United States' by BusinessWeek drawing sell-out crowds, 2nd in Primetime television ratings and aggressive expansion both domestically as well as international. In comparison to now billion dollar popular sports franchises such as the Ultimate Fighting Championship (UFC) or World Wrestling Entertainment (WWE) through their first three seasons of operation, the LFL has achieved far more national television viewership, attendance and popularity through the same initial period of time.

In addition to the LFL's success in the US, the league has drawn capacity crowds and record television ratings internationally current seen in over 45 countries. Currently the LFL has (12) twelve active franchises, and is expected to add another (14) fourteen US franchise teams over the next 3-4 seasons.

The LFL will debut in Canada with LFL Canada (August 2012), LFL Australia (December 2013) and LFL Europa (2014).

A Word from LFL Founder & Chairman, Mitchell S. Mortaza

“This is one of those milestone moments for the LFL further establishing itself as a mainstream sports and entertainment property. Drawing interest from such an established partner like YUKE’s that has an incredible track record for video game development, speaks volumes to the excitement and momentum building around the LFL.”

About the Game

Details about the game and its release date to be announced as they are finalized.

Press Release

June 14th, 2012



About YUKE'S (<http://www.yukes.co.jp/english/index.html>)

Ever since developing the first ever 3D professional wrestling video game for the PlayStation, YUKE'S has continued to lead the world in the realm of fighting games.

Recently, in addition to its professional wrestling titles, YUKE'S has also received overwhelming praise for its UFC series, based on mixed martial arts fighting and exhibiting the latest in cutting-edge gaming technology, and has also garnered success under a new business model with its foray into digital download gaming with titles such as "Real Steel", based on the eponymous Hollywood movie.

Another one of YUKES' strengths is its bravado in the foreign market, with its history of maintaining long-standing relationships with international partners.

In Japan, YUKE'S has furthermore received acclaim for its high quality work in creating images for amusement machines. With a constant desire to satiate the thirsts of its users, YUKE'S plans on further fostering the "YUKE'S brand" by expanding its developing, marketing, and strategic endeavors to fit the needs of the ever-evolving digital marketplace.

Overview of Major Titles

WWE Series (Total Sales: 50 million)

UFC Undisputed Series (Total Sales: 10 million) (Titles listed in no particular order)

For more information about this release, please contact:

Yuke's Sales Department E-Mail: wir@yukes.co.jp