

FOR IMMEDIATE RELEASE

Konami Digital Entertainment, Inc. to Take Control of the Yu-Gi-Oh! TRADING CARD GAME™

*Company Will Support All Aspects of Distribution, Gameplay,
Customer Service and Marketing*

El Segundo, CA – (Dec. 11, 2008) – Konami Digital Entertainment, Inc. (KDE) today announced that the company is taking over all operational and business aspects of the worldwide phenomenon, Yu-Gi-Oh! TRADING CARD GAME™, effective immediately. KDE will take over distribution and customer support for the Yu-Gi-Oh! TRADING CARD GAME™ from Upper Deck Entertainment, KDE's former exclusive distributor of the trading card game. The Yu-Gi-Oh! TRADING CARD GAME first took the Asian market by storm in 1996 and became a global sensation in 2002 as it reached the shores of North America, quickly followed by Europe and other territories. Today, the Yu-Gi-Oh! TRADING CARD GAME continues to reach new milestones as the game evolves.

“Konami Digital Entertainment, Inc. is very pleased that the Yu-Gi-Oh! TRADING CARD GAME continues to be the number one TCG in the world. We are fully committed to maintaining a very high level of game support, from sales to organized play, and to providing a seamless transition during this process,” commented Kazumi Kitau, Chairman and CEO of Konami Digital Entertainment, Inc. “We look forward to having distribution of the Yu-Gi-Oh! TRADING CARD GAME within our corporate umbrella as it allows us to take advantage of the synergies from our existing gaming platforms to ensure continued great products for the Duelists and for our retail and distribution partners.”

For distributors and retailers wanting to set up accounts with KDE, please contact customer support at 310-220-8630 or card-po@konami.com.

About The Yu-Gi-Oh! TCG

The Yu-Gi-Oh! TRADING CARD GAME is the #1 trading card game in the world with over 18 billion cards sold. It is a game of strategy, where players create individual decks of cards collected from Structure Decks and Booster Packs. Two players engage in a duel while using cards that represent powerful Monsters, magical Spells and surprising Traps. Duelists with well-constructed decks, dominating monsters, solid strategy and good fortune are the victors in the Yu-Gi-Oh! TCG. Konami Digital Entertainment, Inc. is the exclusive licensee and rights holder to the Yu-Gi-Oh! TCG in North America and various countries in South and Central America and Europe.

About Konami

Konami is a leading developer, publisher and manufacturer of electronic entertainment properties and traditional trading card games. Konami's software titles include the popular franchises Metal Gear Solid®, Silent Hill®, Dance Dance Revolution® and Castlevania®, among other top sellers. Konami is also the manufacturer of the wildly popular Yu-Gi-Oh! TRADING CARD GAME, which has sold more than 18 billion cards worldwide. The latest information about Konami can be found on the Web at www.konami.com. Konami Corporation is a publicly traded company based in Tokyo, Japan with

subsidiaries Konami Digital Entertainment Co., Ltd. in Tokyo, Japan, Konami Digital Entertainment, Inc. in the United States and Konami Digital Entertainment GmbH in Frankfurt, Germany. Konami Corporation is traded in the United States on the New York Stock Exchange under the ticker symbol KNM. Details of the products published by Konami can be found at www.konami.com.

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