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**CAPCOM<sup>®</sup>'S AWARD WINNING VIEWTIFUL JOE<sup>™</sup> TO BE ENHANCED AND UNLEASHED ON THE PLAYSTATION<sup>®</sup>2 COMPUTER ENTERTAINMENT SYSTEM**

**- Some Heroes Just Can't Be Contained -**

SUNNYVALE, Calif. — May 12, 2004 — Capcom<sup>®</sup>, a powerhouse in the multi-billion dollar video game industry, today showcased the critically acclaimed and award winning **Viewtiful Joe<sup>™</sup>** for the PlayStation<sup>®</sup>2 computer entertainment system. Heralded by USA Today as 2003 Game of the Year, **Viewtiful Joe** blends state-of-the-art cel-shaded graphics with classic side-scrolling action gameplay to introduce the world's quirkiest action superhero, Joe! Villains beware as **Viewtiful Joe** redefines the action genre by mixing innovative "viewpoint" fighting and amazing cartoon-noir environments, resulting in a super unique brawler full of style and substance. **Viewtiful Joe** is the brainchild of Capcom's Atsushi Inaba, acclaimed producer of *Steel Battalion* and Hideki Kamiya, director of *Devil May Cry* and *Resident Evil 2*. **Viewtiful Joe** will be available for the millions of North American PlayStation 2 owners this fall.

"**Viewtiful Joe** is the most innovative creation in videogames and we are thrilled to bring it to the millions and millions of PlayStation 2 owners," said Todd Thorson, director of marketing at Capcom Entertainment. "The combination of a classic side scrolling brawler and state of the art Hollywood-esque special effects makes **Viewtiful Joe** a one of a kind game that delivers a compelling and fun experience for every type of gamer."

**Viewtiful Joe** is a super hero with all the attitude, confidence, punch and style of a million-dollar action-hero caught up in the world of a Hollywood movie. It begins as Joe and his girlfriend, Silvia, are at the movies watching his favorite superhero, Captain Blue. Silvia is somehow warped into the motion picture realm and it is up to Joe to fight the on-screen bad guys and rescue her. In the effort of saving his damsel in distress, Joe becomes more than just any ordinary dude. Granted superhero powers by Captain Blue, he gains visual effects powers to perform special fighting techniques that can be utilized to affect time, initiate a variety of combos to annihilate enemies and solve various innovative puzzles.

Players will progress through various quasi 2D/3D cel-shaded environments utilizing Joe's visual effect abilities to bash enemies with beautiful style. It is up to gamers to activate the correct view mode, such as "Slow," a technique for instantaneously slowing down the action to inflict devastating damage reminiscent of today's films, or "Mach Speed" to destroy enemies using lightning-quick martial-arts combat animations. The viewtifully cinematic visual effects and innovative stylized action definitely sets **Viewtiful Joe** apart from all other games on the market.

*Viewtiful Joe* boasts the following features:

- Innovative 2D/3D hybrid action

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- Unlock ‘devilish’ hidden playable characters that cry in awe of Viewtiful Joe's stunning gameplay.
- Vividly comic and funky cartoon-style visuals
- Unique combat system – Use visual effect powers (VFX) to obliterate enemies!
  - Slow down – “Slow Power” lets Joe inflict detailed attacks and moves
  - Speed up – “Mach Speed” gives Joe lightning fists of fury
  - Zoom – Enhance the fighting experience by getting up close and personal to the action while simultaneously executing other VFX powers to take down anything that stands in the way

The critically acclaimed original release, **Viewtiful Joe**, garnered several accolades for its innovative gameplay and design including USA Today 2003 Game of the Year. During the 2004 Game Developers Conference (GDC) **Viewtiful Joe** was honored with a “Game Innovation Spotlight” award and nominated for “Original Game Character of the Year,” at the Game Developers Choice Awards, presented by the International Game Developers Association (IGDA). The Pulitzers of interactive entertainment, the Choice Awards are the premier accolades for peer-recognition in game development, celebrating creativity, artistry and technological genius. Professional game developers around the world nominated and voted for the awards. For more information about the awards, please visit <http://www.igda.org/awards/>.

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment. Founded in 1983, the company has created world renowned franchises including Resident Evil, Street Fighter, Mega Man, Breath of Fire, Devil May Cry and the Onimusha series. Headquartered in Osaka, Japan, the company maintains operations in the U.S., United Kingdom, Germany, Tokyo and Hong Kong. More information about Capcom and its products can be found on the company’s web site at [www.capcom.com](http://www.capcom.com).

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