



IDEA FACTORY INTERNATIONAL, INC. ESTABLISHED TODAY

LOS ANGELES, CA., September 30, 2013 - Today, the Japanese videogame developer and publisher located in Tokyo, Idea Factory Co., Ltd., announced the establishment of its new branch, **Idea Factory International, Inc.**, in California, USA. Idea Factory Co., Ltd. has been releasing its videogame titles, such as the *Hyperdimension Neptunia™*, *Record of Agarest War* and *Hakuoki* series, in North America and Europe through third-party publishers. As it increases the volume of various content it wishes to make available globally, including video games, animation, and social apps, Idea Factory International, Inc. intends to focus on providing general and overall information regarding such Idea Factory properties to North American and European fans, as well as strengthen the Idea Factory brand around the globe.

Idea Factory International, Inc.

CEO: Harusato Akenaga

Website (soft launch): <http://www.ideafintl.com>

About Idea Factory Co., Ltd.

Idea Factory Co., Ltd. is a developer and publisher for video games, anime, and social network games. It provides services that emphasize the color of “*Idea Factory*” in various products by unifying their group’s marketing strategies. Its group companies include Compile Heart, Inc. and Design Factory, Inc. For more information, visit <http://www.ideaf.co.jp>

For further information on Idea Factory International, Inc.
contact: support@ideafintl.com