

April 25th, 2016
SNK PLAYMORE CORP.

Announcement regarding SNK PLAYMORE's Corporate Logo & Slogan changes

SNK PLAYMORE CORPORATION (Corporate HQ: Suita-city, Osaka, Japan, Company, President & CEO: Koichi Toyama) is proud to announce the official change of SNK PLAYMORE's corporate logo and slogan as of April 25th, 2016.

1. Context of change

Since its establishment in 2001, SNK PLAYMORE inherited SNK's intellectual properties, and released a multitude of products in both Videogame and Pachi-Slot markets for nearly a decade and a half. Following the changes of market trends in recent years, SNK PLAYMORE ended its Pachi-Slot activities from last autumn. On the eve of its fifteenth anniversary this August, SNK PLAYMORE has decided to change its corporate logo and slogan in light of the restoration of its principle business as Videogames, ushering in a new era for the company.

2. New Corporate Logo



3. New Corporate Slogan

The Future Is Now

About our new corporate logo and slogan:

This change marks a return to SNK's rich gaming history. Through the huge success of many of its game franchises in the past, SNK is still a brand supported by countless fans from around the world to this day. The new logo and slogan chosen for this turning point, signifies both a return to the origins of SNK, and revival of our pioneer spirit to always offer long-time fans of SNK, as well as newcomers, entertainment of an even higher quality moving forward.

Via this change, we will keep creating games and expand on our cherished IPs in the future. Thank you for your support, and please look forward to the future of SNK.