

PRESS RELEASE

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Deep Silver and Ys Net Inc. Sign Global Publishing Deal for SHENMUE III



Munich, Germany, August 17, 2017 – Deep Silver and **Ys Net** are excited to announce their collaboration to publish YsNet’s forthcoming, long awaited game ***Shenmue III***.

The global publishing deal will cover the release **exclusively** on PlayStation®4 computer entertainment system and PC, both physical and digital versions.

The current release date is scheduled for the second half of 2018.

“Shenmue is one of a few game franchises that have historical value whilst continuing to ignite passion across gamers. We are delighted to have signed this publishing partnership and look forward to utilizing our global publishing network to maximize the potential of this highly anticipated game,” said Dr. Klemens Kundratitz, CEO of Koch Media/Deep Silver

Yu Suzuki, the director of *Shenmue III* and CEO of Ys Net added, “I am very pleased to secure this global partnership with Deep Silver, which is comprised of incredible men and women who have a deep passion for bringing Japanese titles to the rest of the world. Throughout this process, Deep Silver has expressed a deep passion for Japanese games, the Shenmue franchise and its fans—this gives me further confidence in *Shenmue III* and that we have found the best partner possible.”

“We are very excited for the continuation of Ryo Hazuki’s journey in *Shenmue III*, and are confident the game will deliver the story and gameplay PlayStation fans have been waiting for,” said Florian Hunziker, Vice President of PlayStation’s Third Party Relations & Developer Technology Group. “The global partnership between Ys Net and Deep Silver will help realize Yu Suzuki’s vision for *Shenmue III*—we are thrilled to see his spirit of innovation materialize on PS4.”



Industry legend, Yu Suzuki, will be attending Gamescom 2017 to attend two “Meet & Greet” in the public area **Hall 9.1 Stand B011/C010, Wednesday evening 18:30-19:30, and Thursday noon 12:30-13:30**. He excited to meet Shenmue fans and celebrate this new partnership with Deep Silver.

About Shenmue III

Shenmue III is the eagerly anticipated sequel to Dreamcast classics *Shenmue* (1999) and *Shenmue II* (2001). The brainchild of award-winning game director, Yu Suzuki, *Shenmue* set out to combine action gameplay from his arcade classic *Virtua Fighter* with RPG mechanics to weave a long-form epic for home consoles. Commonly known as one of the most ambitious game projects in history, *Shenmue* captured the imagination of players from around the world with its unique setting, intimate and cinematic character-focused story, realistic battles, and fun mini-games. Many of the features pioneered in *Shenmue* is now commonplace in modern games, including open world and Quick Time Event gameplay. *Shenmue III* was officially announced on stage at Sony’s E3 2015 press conference and simultaneously launched on crowdfunding platform Kickstarter, breaking two Guinness World Records upon raising over \$6 million dollars. The game is currently in development at Yu Suzuki’s independent company, Ys Net, located in Tokyo along with many original *Shenmue* team members.

About Deep Silver

Deep Silver develops and distributes interactive games for all platforms. The Deep Silver label means to captivate all gamers who have a passion for thrilling gameplay in exciting game worlds. Deep Silver works with its partners to achieve a maximum of success while maintaining the highest possible quality, always focusing on what the customer desires.

Deep Silver has published more than 200 games since 2003, including its own brands like the open world extravaganza Saints Row, the zombie action franchise Dead Island, and the grim post-apocalyptic future of the Metro series. Deep Silver also owns the development studios Deep Silver Dambuster Studios in Nottingham, UK; Deep Silver Fishlabs in Hamburg, Germany, and Deep Silver Volition based in Champaign, IL, USA. For more information please visit www.deepsilver.com

Koch Media is a leading producer and distributor of digital entertainment products (software, games and films). The company's own publishing activities, marketing and distribution extend throughout Europe and the USA. The Koch Media group has more than 20 years of experience in the digital media business, and has risen to become the number one distributor in Europe. It has also formed strategic alliances with numerous games and software publishers: Bethesda, Capcom, Kaspersky Labs, NC SOFT, Sega, Square Enix and Tecmo-Koei, etc. in various European countries. With Headquarters in Planegg near Munich/Germany, Koch Media owns branches in Germany, England, France, Austria, Switzerland, Italy, Spain, the Nordic regions, Benelux and the United States.

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About Yu Suzuki

Yu Suzuki joined Sega Enterprises Inc. (currently, Sega Games) in 1983, and produced many big hit games as a programmer, director and producer. His unique and creative works influenced the game industry in technology, art and culture, and his attitude to produce with the heart of pioneer is well respected by many top creators beyond game industry. He received "Computer World Smithsonian Award from the Smithsonian Consortium in 1998 and received Hall of Fame award at the AIAS Summit in 2003 as recognition of his contribution to the game industry. His master pieces of works include "Hung-on", "Space Harrier" and "Virtua Fighter" series and many more.

About Ys Net Inc.

Ys Net Inc. was established in 2008 in Tokyo as an independent firm for Yu Suzuki to lead game software planning, producing, and development. It expanded development studio in 2015 along with start of Shenmue III project.

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