

NEWS RELEASE

April 23, 2013

Konami Digital Entertainment GmbH

KONAMI adds AFC Champions League to Pro Evolution Soccer series
Acclaimed football series to feature Asia’s premier club competition

Konami Digital Entertainment GmbH has announced an agreement with the Asian Football Confederation (AFC) to incorporate the AFC Champions League, the prestigious tournament that decides Asia’s greatest club team, into forthcoming versions of **Pro Evolution Soccer**.

The deal will see KONAMI working closely with the AFC to integrate the club competition into forthcoming **Pro Evolution Soccer** titles. The game, which enjoys a global presence, will feature a dedicated mode, allowing users to control one of the 32 teams that compete in the AFC Champions League tournament.

The **Pro Evolution Soccer** series holds a wide range of soccer licenses from around the world, including Europe’s premier club competition, the UEFA Champions League. Since its inception, the series has enjoyed wide-ranging acclaim worldwide, and the addition of Asia’s highly-regarded club competition will only serve to extend its range and awareness within football fans across the globe.

KONAMI is committed to the continual pursuit of realism within its **Pro Evolution Soccer** series, and the new agreement furthers the publisher’s quest to recreate the excitement, atmosphere and skill of football played at the highest level.

“The acquisition of such a high-profile license such as the AFC Champions League is integral to our ambitious plans for the **Pro Evolution Soccer** series,” commented Shinji Hirano, President for Konami Digital Entertainment GmbH. “We look forward to a long and successful partnership with the Asian Football Confederation, as we look to bring the passion and skill of the AFC Champions League to vivid life.”

“Konami is rightly regarded as the leader in the field of football video games and their expertise and enthusiasm shines through,” commented Dr. Hafez Al Medlej, Chairman of the Asian Football Confederation Marketing Committee. “We are very excited to see the AFC Champions League integrated into the acclaimed **Pro Evolution Soccer** series, and foresee a long, close and mutually beneficial partnership for us both.”

Asian Football Confederation (AFC)	
	<p>The Asian Football Confederation (AFC) is an organisation regulating all Asian soccer, and is one of the six continental associations that make up FIFA. It governs 46 member associations from countries and regions representing over half of the world’s population. Established in 1954, the AFC is now headquartered in Kuala Lumpur, Malaysia, from which it conducts duties that include regulating soccer across all of Asia, proposing new rules for the further development of the sport, promoting youth soccer, and organising a range of tournament events.</p> <p>Asian Football Confederation (AFC) official website: www.the-afc.com/en/</p>
AFC Champions League	
	<p>The AFC Champions League is a tournament organized by the AFC to determine Asia’s greatest club team. 32 of the strongest teams from Japan, China, South Korea, and other key regions throughout the continent annually compete for its illustrious prize</p> <p>AFC Champions League official website: www.the-afc.com/en/tournaments/clubs/afc-champions-league.html</p>
Pro Evolution Soccer	



The **Pro Evolution Soccer** series began in 1995, and has since grown to become one of the Konami's most recognisable and acclaimed titles. Its pursuit of recreating every nuance of the beautiful game has earned it high praise from around the world, and total sales have exceeded 81.7 million copies.*

* As of December 2012

Pro Evolution Soccer official website: www.konami-pes2013.com/

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