



TECMO KOEI LAUNCHES *DEAD OR ALIVE 5 PLUS* FOR PLAYSTATION VITA

“Fighting Entertainment” Game from Developer Team NINJA Brings Handheld Combat to a New Level with Touch Battles, Stunning Graphics, Cross-Platform Play and a Robust Demo at Launch

MARCH 20, 2013, SYDNEY - TECMO KOEI Europe today announced that **DEAD OR ALIVE® 5 PLUS**, which brings the signature fighting style of the popular DOA series to PlayStation® Vita with all-new features, stunning graphics, and new martial arts techniques, will be released across Australia on Tuesday 26th of March. Additionally, the game’s comprehensive demo is now available for download via the PlayStation®Store, with all progress gained in the demo being transferrable to the full game.

Developed by Team NINJA, **DEAD OR ALIVE 5 PLUS** brings the new generation of DOA combat of the recent console release to PS Vita with a host of new system-specific features and truly stellar graphics. Players will take on the roles of the cast of DOA fighters in an action-packed brawler set in visually striking international locales, with each stage featuring interactive backdrops. With a sensual yet realistic style, characters are rendered in incredible lifelike detail highlighting the unique flow and personality of each of the game’s characters in the dream lineup including Ryu Hayabusa, Hayate, Ayane, Kasumi, Hitomi, Bayman, Christie, Lei Fang, Zack, Bass, Rig, Helena, Lisa, Eliot, and Tina among other fighters. Plus, a trio of guest characters from SEGA’s *Virtua Fighter* – Akira Yuki, Pai Chan and Sarah Bryant!

In addition to standard battles, **DEAD OR ALIVE 5 PLUS** offers a new, more personal style of touch combat that fully utilizes the PS Vita’s gorgeous OLED display by putting the opponent front and center at maximum size to heighten the combat intensity. Intuitive taps, swipes, and pinches on the opponent trigger a variety of devastating moves and combos that can be chained in Touch Battles. Both new and expert players can up their game with new training-focused modes and a new display of advanced frame data providing players with double the amount of move data than the previous version. Tournament players will spend hours analyzing their moves and players can engage in Cross-Play battles with *DOA5* players on PlayStation 3 to see who is best on the leaderboards.

DEAD OR ALIVE 5 PLUS sets a new benchmark for handheld fighting entertainment; with vibrant graphics, Cross-Play battles with PlayStation 3 gamers and intuitive and immersive Touch Battles against an up-close-and-personal opponent.

Available for free download in the PlayStation®Store in conjunction with the game's launch, the **DEAD OR ALIVE 5 PLUS** demo is loaded with features including Cross-Play battles with console players, the ability to transfer progress to the full game, and a whopping eight stages of combat action. Players can experience new single-player modes such as Touch Fights while fighting as Kasumi, Hayabusa, Eliot, or Tina against any computer opponents.

DEAD OR ALIVE 5 PLUS is developed by Team NINJA and published by Tecmo Koei.

To access *DEAD OR ALIVE 5 PLUS* launch assets including new game screens, visit:

Host: koeiukftp.com

Username: koeiuser

Password: j4h6ydas

For more news about Team NINJA, visit <http://teamninja-studio.com> or contact James Kozanecki at Mindscape Asia Pacific on +61 2 9954 9681 or james@mindscape.com.au. Don't forget to "like" us on Facebook at <http://www.facebook.com/tecmoeurope> and follow us on Twitter [@TeamNINJASudio](https://twitter.com/TeamNINJASudio) and [@tecmokoeieurope](https://twitter.com/tecmokoeieurope)

Akira, Sarah and Pai characters © SEGA. Virtua Fighter is either a registered trademark or trademark of SEGA Corporation.

##

ABOUT TECMO KOEI EUROPE LTD.

TECMO KOEI EUROPE LTD. is a publisher of interactive entertainment software for current generation consoles, handhelds and digital download content based in Letchworth, Hertfordshire, UK. The company is a wholly owned subsidiary of TECMO KOEI HOLDINGS CO., LTD., headquartered in Yokohama, Japan. TECMO is best known for the Dead or Alive® and Ninja Gaiden® series. KOEI is best known for its Dynasty Warriors® and Samurai Warriors® franchises. On April 1, 2009, TECMO KOEI HOLDINGS CO., LTD was established as a result of the TECMO, LTD. and KOEI Co., Ltd. merger. More information about TECMO KOEI EUROPE LTD and its products can be found at www.tecmokoei-europe.com.

About Mindscape Asia Pacific

Mindscape Asia Pacific Pty Ltd, is Australia's leading publisher and distributor of kids, family and NextGen games, productivity and reference software on the PC, Mac, DS, Wii, Playstation, Xbox and online platforms. The company's portfolio of award-winning products include Acronis, Alawar Entertainment, Broderbund, Encyclopaedia Britannica, Hoyle Games, IMSI Design, Incomedia, iolo, Konami, Legacy Interactive, Mark Burnett Productions, Nancy Drew, Nuance, Playfirst, Playrix, PopCap, Punch, Quickcraft, Roxio, Tecmo Koei, The Learning Company, The Fighter Collection, Universal Music and Zemana. www.mindscape.com.au