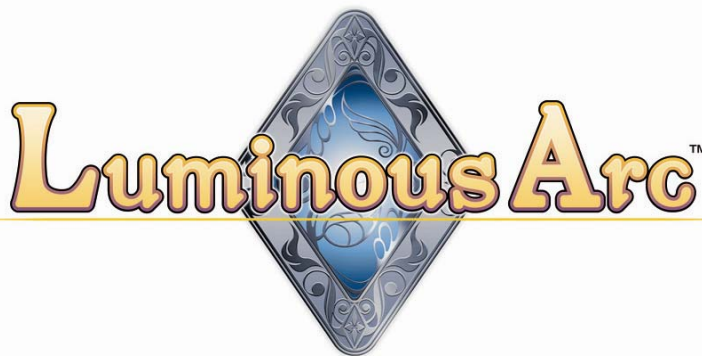


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ATLUS U.S.A., INC. LAUNCHES OFFICIAL WEBSITE FOR LUMINOUS ARC!

Protect the Light. Condemn the Dark. Fight for peace.

IRVINE, CALIFORNIA — JULY 10th, 2007 — Atlus U.S.A., Inc., a leading publisher of interactive entertainment, today announced the unveiling of the official website for Luminous Arc, a strategy RPG for the Nintendo DS™, scheduled for release on August 14th, 2007. Visit it at <http://www.atlus.com/luminousarc/>! There will be weekly updates leading up to the game's launch, so be sure to visit often!

Luminous Arc is developed by Image Epoch and produced by Marvelous Interactive, producers of the popular Harvest Moon series, the Legend of River King games, and Contact, the surprise action-RPG hit for the DS.

Luminous Arc has been rated for "T" for Teen for Mild Fantasy Violence, Language, Alcohol Reference, and Suggestive Themes.

About Luminous Arc:

One thousand years ago, dragons and Witches warred against God for the fate of the world. God's power was triumphant, but it was a difficult struggle, and the deity sent Himself into a deep sleep to recover from the terrible wounds he suffered in the battle. Ten years ago, the Church has proclaimed that a great event will soon occur: God will be reborn, and the world will be led into a new golden age under His guidance. However, this news is coupled with a grave warning: the Witches will soon reappear to begin the millennia-old conflict once again.

Take control of the Garden Children, a group of fighters and mages trained since childhood and dedicated to eradicating the Witch threat, and discover the mysteries behind their return, their motives, and their history!

Key Features:

- An isometric strategy RPG on the Nintendo DS™!
- Create new weapons and equipment with the Vitae Imbuing system!
- Strengthen your friendship with comrades and improve your attacks on the battlefield!
- Compare your friends' strategic prowess against your own with Wi-Fi multiplayer!
- A variety of unique characters drive an epic story featuring voiced dialogue!

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About Atlus U.S.A., Inc.

Located in Irvine, California and founded in 1991, Atlus U.S.A., Inc. is a publisher of compelling video games for a variety of platforms, including the Nintendo DS™, PSP® (PlayStation®Portable) system, Wii™, Xbox 360™, and PlayStation®2 computer entertainment system. Atlus U.S.A., Inc.'s library of critically acclaimed video games includes Odin Sphere, Trauma Center: Second Opinion, Magna Carta: Tears of Blood, and the award-winning Shin Megami Tensei series. For more information, visit <http://www.atlus.com>.

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