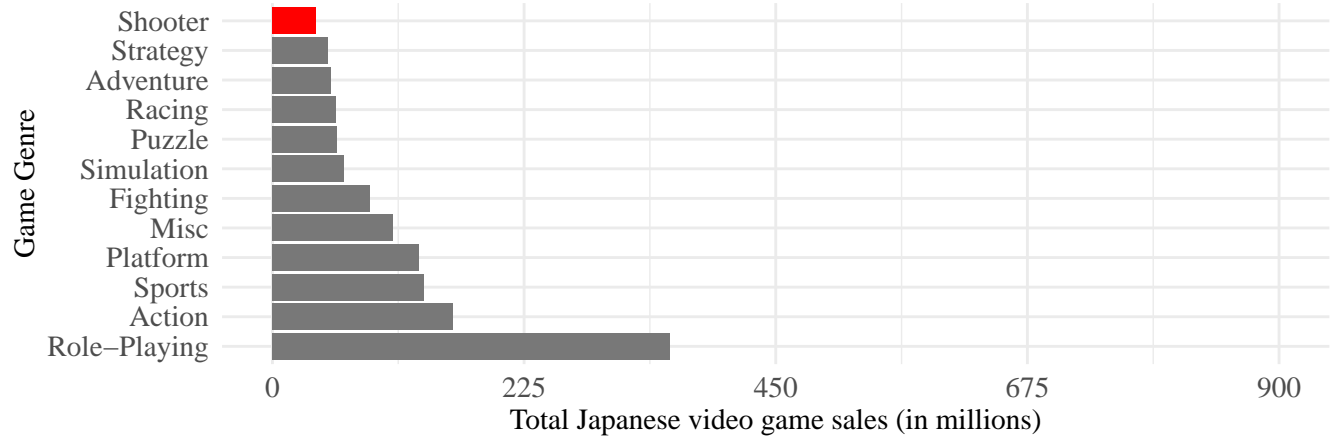


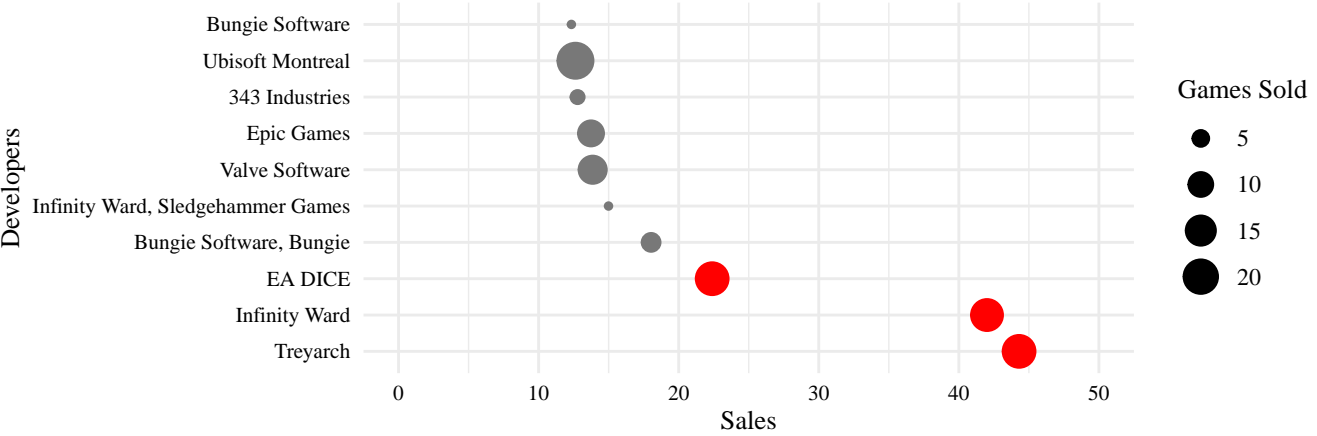
Shooter games are the least popular game genre in Japan.

Look to other markets that have higher shooter genre sales.



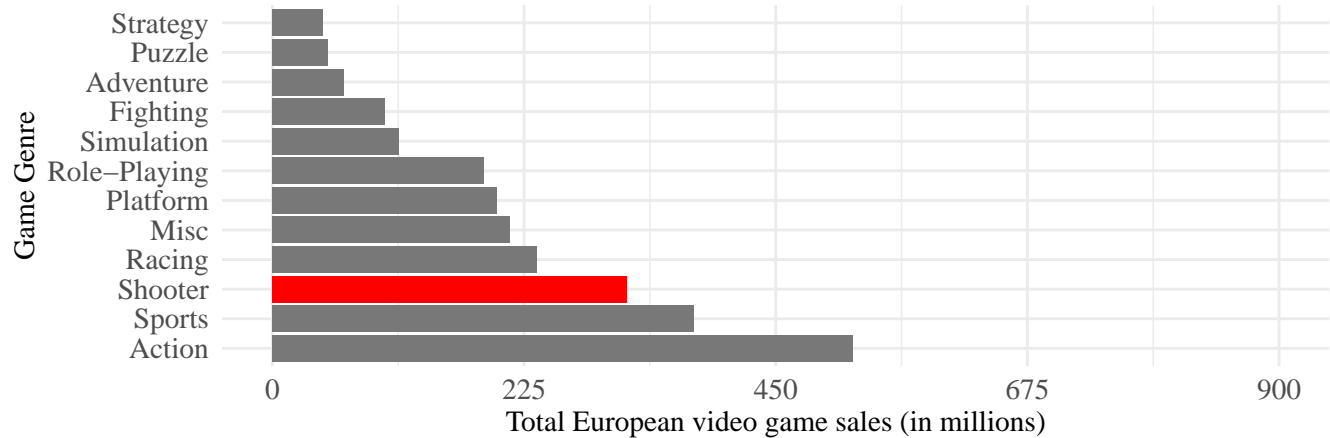
Developers Treyarch, Infinity Ward & EA Dice Sell the Most Shooters

Biggest Competitors in the North American Market



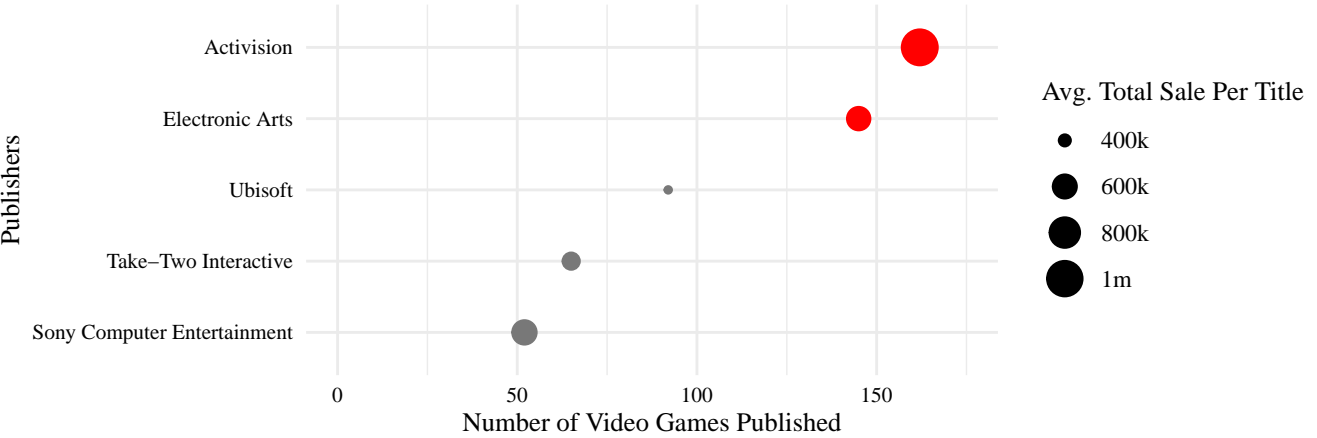
Shooter games are popular in Europe than Japan, but less than N. America.

N. America sells more shooter games, and appears to purchase more total video games than Eurpoe.



Activision & EA are Likely the Best Publishing Options

Comparing all the Publishers that have over 50 games



More shooter games are sold in N. America than anywhere globally.

The N. American consumer buys more shooter games than any other region, making it the best market for us to enter.

