

## Konami appoints Mindscape to oversee Australian ops

Sydney-based distributor appointed for sales and marketing of Konami titles in Australia and New Zealand

Konami Digital Entertainment GmbH has announced it has appointed Mindscape Asia Pacific to oversee its distribution responsibilities in Australia and New Zealand.

As part of the agreement, Mindscape will look after all distribution and marketing for Konami's forthcoming titles. They will oversee key titles starting with **Yu-Gi-Oh! 5D's Tag Force 4** for PSP® (PLAYSTATION®PORTABLE), and beyond including titles such as **Silent Hill: Shattered Memories**, **Metal Gear Solid: Peace Walker** and **Castlevania: Lords of Shadow**.

The agreement will take effect from January 4th, and will cover all new Konami titles from that period. "The sheer enthusiasm and experience Mindscape offered made them an easy choice as our Australian partner," commented Kunio Neo, President of Konami Digital Entertainment GmbH. "Their knowledge of the Australian market and expert team will help us make huge inroads in a year when Konami has some of the most exciting and innovative titles. We look forward to a long and fruitful relationship."

"We are delighted to be working with a publisher of Konami's reputation in a year when they have such strong releases," commented Tony Hughes, Managing Director Asia & Pacific for Mindscape. "We look forward to launching the new games and showing our skills at bringing such triple-A titles to the Australian market."

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