

September 15, 2009

To Whom It May Concern

Company Name: ARUZE CORP.  
Name and Title of Representative: Hajime Tokuda  
Representative Executive Officer and President  
(JASDAQ Code: 6425)  
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### **Announcement Regarding Trade Name Change**

Aruze Corp. (hereinafter referred to as the “Company”) hereby announces the resolution passed at the Board of Directors meeting held today to change its trade name as shown below, on condition of the approval of the “proposal of a partial revision of Articles of Incorporation” at the extraordinary general shareholders meeting to be held on October 30, 2009.

1. New Trade Name

Kabushiki-Gaisha Universal Entertainment  
(English trade name: Universal Entertainment Corporation)

2. Reason of Change

After its incorporation as “Universal Lease Co., Ltd.” in December 1969, the Company has changed its trade name to “Universal Co., Ltd.” and other names. Since April 1998, the Company has developed its businesses as “Aruze Corp.”

In this December, the Company will celebrate the 40th anniversary of its incorporation. The Company has worked together and strived in order to return to our origin to offer products and services which provide fun to more people. The purpose of this trade name change is that wider range of people can acknowledge such our idea at the anniversary as a milestone.

The Company’s former name “Universal” represented our policy to provide entertainments universally and freely to everybody and its initial “U” forms the core of our current trade name of “Aruze.”

Ever since its incorporation, our origin has been an attitude to retain its original policy of the spirit of universality and the ambition to pursue genuine entertainment. Our new trade name “Universal Entertainment Corporation” collectively represents these principles.

Under the new trade name which indicates the basis of the Company more clearly, all of us in the Company will reaffirm our idea to provide better-than-ever fun and strive for the improvement of the corporate value.

3. Scheduled Change Date

November 1, 2009

End of the Announcement