

## Premium Agency Appoints Noriyoshi Ohba as Vice President and Chief Creative Officer of Production

Today, Premium Agency Inc. (Head Office: Shibuya-Ku, Tokyo; Chief Executive Officer, Katsunori Yamaji) announced the appointment of Noriyoshi Ohba to the position of Vice President and Chief Creative Officer (CCO) with effect from February 22nd, 2010.

Premium Agency seeks further advancement in business strategy. Recently, the company has divided its sectional responsibilities into two divisions. Yamaji, CEO, will direct Business Development; and Ohba, our new VP/CCO, will direct Content Development. From here, Premium Agency will advance to become one of the top world-wide video game developers.



### Biography

Noriyoshi Ohba was born in Tokyo, Japan. He graduated from the School of Commerce at Waseda University in 1987 and joined Sega Enterprises Ltd (current Sega Corporation). Ohba has been involved in the development and production of many renowned video game titles as an executive producer. In the year of 2000, he served as the president of Overworks, Ltd; there, he was responsible for several series, such as, Sakura Wars and Revenge of Shinobi until the company merged with Wow Entertainment Inc. into Sega Wow Inc. in 2003. He also served as the Vice President, Studios at Sega Wow Inc.

In the year of 2004, Ohba moved to Interchannel Inc. and contributed as the Vice President of Entertainment Division and doubled as the President and Chairperson of Light Weight, Inc. until 2006. In 2007, Ohba moved to GungHo Works, Inc. and was appointed as CEO. In February 2010, Ohba retired GungHo Works and joined Premium Agency Inc. as the Executive Producer.

#### Renown Series:

Sakura Wars Series (SS, DC, PS2)  
J-League Profession Soccer Club wo Tsukurou! Series (SS)  
The Revenge of Shinobi Series (MD, PS2), and more.

### Premium Agency Corporate Profile

Company	Premium Agency, Inc.
Established	May 9th, 2003
Capital	35.5. Million Yen
Head Office	Shibuya-ku, Tokyo, Japan
Description of Business	Planning, creation and consulting work for hire related to video games, film, TV programs, commercial film, video packaging, CGI, websites, CD-ROM, DVD, mobile phone content, magazines and advertising
CEO	Katsunori Yamaji
Annual Turnover	1200 Million Yen/13.452 Million USD (business year 2009)
Employees	153 members (as of Feb. 2010)
Website	<a href="http://www.premiumagency.com/">http://www.premiumagency.com/</a>

### For further inquiries:

Ayumi Takahashi, Executive Director  
Premium Agency Inc.  
Business Development Department, PR Team  
[pr@premiumagency.com](mailto:pr@premiumagency.com)

### Contact Information

Premium Agency, Inc., Business Development Department  
Executive Director: Takahashi  
Yushin Bldg 3F, 3-27-11, Shibuya, Shibuya-Ku, Tokyo, 150-0002 JAPAN  
Tel: 03-3407-1091 Fax: 03-3407-1093 E-Mail: [pr@premiumagency.com](mailto:pr@premiumagency.com)