

BACKGROUND

ON BEYOND VIDEO GAMES

– Culture of Nintendo Expressed In New, Imaginative Forms –

To millions of fans nationwide, Nintendo^R is more than a product. Instead, their favorite phenomenon spawns stars for feature films, popular television programs, and, in 1990, it will father a grand-scale world championship competition.

In mid-September of 1989, a national fascination with Nintendo's famed Mario Bros. gave rise to a syndicated comedy/adventure series called the "Super Mario Bros. Super Show." The live action and animation series stars Lou Albano and, since its premier, has become a big hit with viewers. According to recent figures, the show ranks third among all nationally syndicated children's programs with a rating of 6.4 among kids 6-11, 65% above the average syndicated program rating. Currently, the "Super Mario Bros. Super Show" airs on 135 stations across the country. In the coming year, episodes will continue to feature Mario and Luigi, the stars of Nintendo's Super Mario Bros. games, and a cast of off-beat and wacky characters.

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Also based on Nintendo's video game creations is "Captain N - The Game Master," a fully-animated Saturday morning children's program. The show follows Kevin Keene, a Nintendo video game wizard, who is transported into a different video game adventure each week. Appearing on the NBC Network at 8:00 a.m., "Captain N" is the number one Saturday morning show among 6-11 year olds. A 12.2 rating puts it 70% above the average for all Saturday morning programming.

This past December, Universal Pictures introduced its own Nintendo video game wizard in a full-length feature film. The film, starring Fred Savage of "The Wonder Years," is sure to be a favorite with the entire family, as well as a sell-out at the box office. "The Wizard" chronicles the adventures of three kids on a cross-country pursuit of the National Video Game Championship title.

And, if consumers wish to pursue their own real-life video game championship title, they will get their opportunity starting in March, when Nintendo creates the Nintendo World Championships.

Set to run through September, the national championship tour will identify the best video game players across the U.S. Using specially designed game paks featuring "Super Mario Bros.,"TM "Rad Racer"TM and "Tetris,"TM players will compete for spots in a nationally-televised finals competition in the fall.

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For those participants in the Nintendo World Championships who want to test their game play skills, but at a more leisurely pace, there will be the Power Walk -- a series of game areas featuring the software of the future. On the Power Walk, 50,000 event fans will be able to try dozens of new products for the first time, months before retail availability. In addition, each city's three-day event includes the NWC Super Stage, a continuous interactive entertainment center for hot tips, music and excitement.

The Nintendo World Championships will also include Game Boy Play Stations, Game Counselor Stations and World of Nintendo Product Displays. The Nintendo World Championships are expected to draw over 1.5 million Nintendo fans nationwide.

"The wide range, and varied nature, of projects inspired by Nintendo's video games are a testament to the pervasiveness of Nintendo as a cultural sensation," said Peter Main, vice president of marketing. "Not only do these projects further brand image and character recognition among consumers, but they signify the indelible mark Nintendo has imprinted on today's society," he added.

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