
NEWS RELEASE

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**NINTENDO'S NEW PRODUCT LINE-UP PROMISES TO FUEL CONTINUED
SUPPORT FROM PLAYERS OF ALL AGES**

LAS VEGAS (January 6, 1990) -- With 1989 household penetration at just over twenty-two percent, Nintendo^R will continue to supply home video game hardware in three configurations -- the Control DeckTM set, the Action SetTM and the Power Set.TM In addition, Nintendo's newest member of the hardware family, Game Boy,TM (introduced last fall) promises to perpetuate sales successes throughout 1990.

Game Boy, the first personal, portable game system, contains all the power of traditional Nintendo hardware and has proven appeal to males and females of all ages -- creating a new industry category in the process. Meanwhile, Nintendo plans to entice video game fans and drive category growth by introducing game paks and accessories in 1990 which foster continued enthusiasm for the nation's leading video game system.

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Nintendo Hardware Line-Up
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While the Control Deck set (average retail \$79.95) features the control deck and two hand-held controllers -- the basic components of the Nintendo Entertainment System[®] (NES) -- the Action Set (average retail \$99.95) combines those components with the Zapper[®] light gun and a dual game pak, featuring "Super Mario Bros."[®] and "Duck Hunt."[®]

Introduced in Fall 1988, the popular Power Set[™] (average retail \$149.95) includes the control deck, two hand-held controllers, the Zapper light gun, and the NES Power Pad[™] -- an interactive mat in which the player uses his body movements to control the action on the video screen. It also features a triple pak software cartridge, featuring "Duck Hunt," the all-time favorite "Super Mario Bros.," plus "World Class Track Meet,"[™] a title designed for the NES Power Pad.

Leading the new software line-up, the super-hit from Japan, "Super Mario Bros. 3,"[™] will be available in March, and will appeal to players of all skill levels and ages (average retail \$49.95). An arcade pinball game with broadbased appeal, "Pin Bot,"[®] will also premiere for the NES in March (average retail \$39.95).

For video game fans who enjoy the challenge of team sports action, Nintendo will introduce "Super Spike V'Ball"[™] in February. One, two, three or four players can play simultaneously with Nintendo's new 4-player accessories, NES Satellite[™] (average retail \$39.95) or NES Four Score[™] (average retail \$24.95).

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Nintendo Hardware Line-Up
3-3-3-3-3

"Nintendo is dedicated to providing quality entertainment for the whole family," explained Peter Main, vice president of marketing for Nintendo of America Inc. "Our product line is packaged to give home video game fans of all ages a choice. But no matter which configuration the consumer chooses, all NES configurations are powerful enough to play any of the most powerful home video games available today, and our new games and accessories should ensure that they'll keep playing," Main added.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America; and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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