

**Nintendo®**

# NEWS RELEASE

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Contact: Richard Lindner  
or Lynne Gray  
HILL AND KNOWLTON INC.  
213/937-7460

## PRODUCT INTRODUCTIONS LAUNCH NINTENDO INTO NEW DECADE

**—New Software and Peripherals Add to a Tradition of Quality—**

LAS VEGAS (January 6, 1990) -- Following a banner year in which Nintendo<sup>®</sup> brought top-selling video game action to millions of players, the video game leader will usher in a new decade of game play via five new software titles and two new peripherals debuting at the Winter Consumer Electronics Show (WCES). All of these products are scheduled to hit retailers' shelves during the first half of 1990.

Leading the software line-up is "Super Mario Bros. 3,"<sup>™</sup> the third in a series of best-selling fantasy-adventures featuring the famed Mario Bros. In this sequel, players are again challenged to help Mario rescue the Princess, this time encountering new characters and obstacles and using all-new talents such as swimming and flying. The 3 mega-bit game has been a runaway success in Japan, selling more than 2.6 million copies to date.

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Nintendo believes new, more powerful games like "Super Mario Bros. 3" represent the company's efforts to realize the untapped potential of existing video game hardware, rather than introduce a new hardware system to the market. "Super Mario Bros. 3" will sell for an average retail price of \$49.95.

In a challenging test of eye-hand coordination and quick reflexes, Nintendo brings fast-paced arcade pinball action to the Nintendo Entertainment System<sup>R</sup> with "Pin Bot."<sup>R</sup> The game gives a high-tech twist to the traditional flippers, bumpers and lights in regular pinball machines by adding a robot opponent and a ball-gobbling monster. Average retail price for "Pin Bot" is \$39.95.

The next of Nintendo's role-playing adventures will also be released in the first half. "Final Fantasy"<sup>TM</sup> comes to the USA after seeing tremendous excitement and sales in Japan. In "Final Fantasy," the player becomes one of four warriors whose mission is to restore the light to the darkened orb. This challenging game is particularly well-suited to more advanced players.

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Another role-playing game debuting at WCES is "Star Tropics."<sup>TM</sup> In "Star Tropics" you venture to a South Sea island only to find your uncle has been kidnapped. To you falls the task of finding him and eliminating evil from the island community.

Also appearing at the WCES are two innovative four-player control-modules -- the NES Four Score<sup>TM</sup> and the NES Satellite.<sup>TM</sup> While both offer up to four-player simultaneous action on specially designed four-player games, the NES Satellite has an infrared feature permitting wire-free play up to 15 feet from the NES Control Deck.<sup>TM</sup> Average retail price for these new peripherals, both of which are compatible with most NES accessories, is \$39.95 for the NES Satellite and \$24.95 for the NES Four Score.

Playable with either NES Four Score or NES Satellite is the final new software title to bow at WCES, "Super Spike V'Ball."<sup>TM</sup> This four player game is the latest addition to Nintendo's action-packed Sports Series, which includes the million-selling "Mike Tyson's Punch Out!!"<sup>TM</sup> "Super Spike V'Ball" lets video game fans experience true-to-life beach volleyball action as they vie for the World Cup. Using the NES Satellite or NES Four Score, one, two, three or four players can play simultaneously -- heightening the fun of the team play.

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"As Nintendo moves into a new decade, we want to continue our tradition of producing top-quality family entertainment," said Peter Main, Nintendo of America's vice president of marketing. "That means making sure that new software titles are designed to challenge a wide range of skills, utilize creative story-lines and complex graphics, and appeal to players of all ages. Each of these WCES introductions is representative of that commitment," he added.

Each of Nintendo's new products carries Nintendo's "Quality Assurance Seal" and is marketed exclusively by Nintendo of America.

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 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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