



**NINTENDO OF AMERICA INC.  
1995 CORPORATE PROFILE**

**NINTENDO OF AMERICA EXECUTIVES**

HOWARD C. LINCOLN	Chairman
MINORU ARAKAWA	President
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JOHN BAUER	Vice President, Administration
PHIL ROGERS	Vice President, Operations
LYNN HVALSOE	General Counsel
GEORGE HARRISON	Director, Marketing and Corporate Communications
DON JAMES	Director, Product Analysis Development
JUANA TINGDALE	Director, Licensing
RUSSELL BRAUN	Manager, Engineering
PERRIN KAPLAN	Manager, Corporate Communications
SALLY REAVIS	Assistant Manager, Corporate Communications

**HISTORICAL**

- 1985                      The 8-bit Nintendo Entertainment System (NES) revitalized the U.S. video game market -- the first of a new generation of video games.
- 1991                      With the launch of the Super NES, Nintendo captured the lead in the 16-bit U.S. video game market, featuring advances in video game technology such as digital stereo sound and multiple scrolling screens. Since its introduction, the Super NES has brought game players unparalleled innovation, including Advanced Computer Modeling (ACM), the Super FX<sup>2</sup> chip, and the SA-1 co-processor.
- Nintendo also introduced Game Boy in 1991. Game Boy is the leader in the hand-held category, selling 43.5 million units worldwide to date.
- 1995                      Nintendo will launch both new hardware and the world's best video game software. Products include Virtual Boy, the first home 3-D video game system; the 64-bit Nintendo Ultra 64 home system, and revolutionary new games for the world's 36.5 million Super NES owners.

-MORE-

CORPORATE PROFILE  
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SALES

- Nintendo is the world's largest manufacturer and marketer of home console and arcade video games. For Fiscal Year 1995, ending March 31, 1995, Nintendo of America Inc. sold through hardware and software as follows:

Super Nintendo Entertainment System	3.8 million hardware units 18.5 million software units
Game Boy	2.9 million hardware units 9.0 million software units
Nintendo Entertainment System (Number One system in the world)	0.4 million hardware units 4.5 million software units

- The software library for Nintendo's three existing platforms are as follows:

Super Nintendo Entertainment System	600 titles
Game Boy	400 titles
Nintendo Entertainment System	680 titles

SOFTWARE

- By February 1995, Nintendo's *Killer Instinct* was the most popular arcade game in the United States
- From its November launch through March 31, 1995, *Donkey Kong Country* sold an unprecedented 7.5 million units worldwide
- With the introduction of revolutionary 16-bit titles in 1995, Nintendo will take advantage of the technological advances the Super NES gives players, including the Advanced Computer Modeling first used in the *Donkey Kong Country*, the SA-1 co-processor and the Super FX<sup>2</sup> chip

HARDWARE

Upcoming landmarks in Nintendo hardware technology include:

- The unique 32-bit Virtual Boy -- the world's first 3-D home video game system
- The first 64-bit home video game system, Nintendo Ultra 64

-MORE-

CORPORATE PROFILE  
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**CONSUMER OUTREACH**

- Nintendo has expanded its on-line accessibility with a "home page" on the Worldwide Web and *Nintendo Power Source*, the on-line addition of *Nintendo Power*, offering subscribers up-to-the-minute information on Nintendo video games. *Nintendo Power Source* is currently available on America Online.
- Nintendo of America Inc. publishes *Nintendo Power* magazine with a circulation of more than 750,000. *Nintendo Power* is the most widely read video game publication in North America.
- Nintendo of America Inc.'s Consumer Service Department logs more than 120,000 contacts per week from consumers (phone calls and letters combined). In order to assist callers quickly, Nintendo has added an automated system feature available to answer frequently asked questions about recently released games. A direct 900-line to the Nintendo Call Center also has been added to serve callers more effectively.

**RETAIL**

- Nintendo of America Inc.'s products are sold in more than 20,000 retail locations across the U.S.

**THIRD-PARTY**

- Nintendo of America Inc. and its products are supported by 236 game developers and licensees worldwide, excluding Japan which has more than 375 licensees.

# # # #

## Licensed Products / Nintendo General Licensees List

Licensee	Contact	Articles	Licensee	contact	Articles
<b>A. L. S. Industries</b>	Richard Smith 310 / 532-9262	Super NES, NES & Game Boy Carrying Cases	<b>Nelsonic</b>	Karyn Weiss 718 / 361-7720	Game Watches
<b>ASCII Entertainment</b>	Jeff Dubrow 415 / 570-6200	Game Boy Carry Case, Storage Case	<b>Peninsula Vending Products</b>	Marsha Michik 408 / 978-3588	Stickers, Temporary Tattoos
<b>Allan Candy</b>	Carol Mushing 416 / 529-7146	Chocolate, Gummies	<b>Pine Hosiery Mills, Inc.</b>	Charlie HacsKaylo 910 / 428-2185	Socks, Belts, Suspenders
<b>American Greetings</b>	Betsy Novack 216 / 252-7300	Christmas Ornaments	<b>Play by Play Toys &amp; Novelties</b>	Jay Foreman 210 / 829-4666	Character Pillows & Amusement Park Plush
<b>Amurrol Products Company</b>	Ralph Burin 708 / 355-3000	Candy, Lollipops, Gum	<b>Pride, Inc.</b>	Greg Gentile 714 / 739-7102	Super NES & Game Boy Storage Cases
<b>Atlas Editions</b>	John Stoops 203 / 349-1014	Flash Cards	<b>Renaissance Eyewear</b>	Barbara Kauz 908 / 738-0100	Rx Eyewear, Sunglasses
<b>Balancine, Inc.</b>	Sid Weinberg 213 / 724-8525	Ties, Vests, Cummerbunds, Bow Ties	<b>Rubie's Costume Co.</b>	Felicia Palumbo 516 / 326-1500	Halloween Costumes, Masks
<b>Basic Fun</b>	Alan Dorfman 215 / 364-1665	Tray Puzzles	<b>SRM Company, Inc.</b>	Steven Mickelberg 215 / 572-6200	Battery Operated Table Top Pinball
<b>CTI Industries Corporation</b>	Mark Van Dyke 708 / 382-1000	Balloons	<b>Schering-Plough-Paas</b>	Gordon McDaniel 908 / 604-1894	Egg Decorating Kits
<b>Chapkin International, Inc.</b>	Jeffrey Chapkin 305 / 846-0415	Super Mario Boys and Girls Footwear	<b>The Score Board Inc.</b>	Paige Henning 609 / 354-9000	Trading Cards
<b>Gold Bond Ice Cream</b>	Sharon Kolstad 414 / 499-5151	Ice Cream Sandwiches, Ice Cream Pops	<b>Signal Artwear</b>	Robert Powell 615 / 752-2048	T-shirts
<b>Highgate Products, Inc.</b>	Elizabeth Carson 205 / 487-6242	Temporary Tattoos	<b>Slam Co.</b>	Paul Shinkawa 808 / 988-5180	Milk Caps
<b>Injection Footwear</b>	Eddie Barracos 305 / 696-4611	Donkey Kong Country Boys & Girls Footwear	<b>Smile Maker</b>	Jeff Galloway 803 / 584-2405	Pencils, Erasers, Stickers, Postcards, Balloons
<b>Innovative Time Corp.</b>	Mickey Novak 619 / 438-0595	Watches	<b>Sports Fun</b>	Karen Gottlib 800 / 423-2597	Skooters / Skateboards
<b>Interplay Productions</b>	Brian Fargo 714 / 553-6655	Personal Computer Software (game, instructional)	<b>Tiger Electronics</b>	Roger Shiffman 708 / 913-8100	Quiz Wiz Cartridge
<b>Everything Kids / JCC Company</b>	Joey Chehebar 212 / 643-1000	Duffle Bags, Belt Packs, Tote Bags, Knapsacks, Handbags, Wallets, Book Bags	<b>Topps Co.</b>	Sy Berger 212 / 376-0300	Stickers, Sticker Albums, Candy Containers filled and not filled
<b>Lewis Galoob Toys, Inc.</b>	Gary Niles 415 / 952-1678	Micro Machine Figures w/Playsets	<b>Troll Associates</b>	Roy Wandelmaier 201 / 529-4000	Junior Novelizations
<b>Logo 7</b>	Greg Browne 508 / 758-6101	Caps, Visors, Mittens, Gloves	<b>Union Underwear</b>	Debbie Hills 502 / 781-6400	Underwear
<b>Lucks Food Decorating Co.</b>	John Lantz 206 / 383-4815	Edible Cake Decorations	<b>Welcome Industrial Co.</b>	Tony Lin 516 / 242-5556	Banks, Cookie Jars, Mugs, Lamps, Clocks
<b>Mani Industries Limited</b>	Simon Chan 011 / 852-736 0077	Calculators, Walkie Talkie, Radios, Game Boy Watch, Wind-up Toys, 3D Key Chains	<b>Wolf Manufacturing</b>	Jeff Wolf 817 / 753-7301	Boxer Shorts
<b>Milton Bradley</b>	Debbie Cochran 413 / 525-6411	Board Games	<b>World Pog Federation</b>	Alan Rypinski 714 / 548-2600	Milk Caps, Slammers, Pogs
			<b>The Wormser Company</b>	Ed Wormser 708 / 564-8355	Sleepwear, Sportswear



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Nintendo of America Inc.  
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Leisure Concepts Inc.

1414 Avenue of the Americas  
New York, NY 10019  
212 / 758-7666 FAX 212 / 980-0933  
New York London Los Angeles

# Licensed Products / Nintendo International Agents

For licensee information in specific territories, please contact the following Nintendo Agents.

Licensee	Contact	Articles	Licensee	Contact	Articles
<b>Europe</b>	<b>United Kingdom, Ireland</b>	Leisure Concepts, International TEL: (44) 71 376-4073 FAX: (44) 71 376-4618 Contact: Jane Forbes	<b>Australia &amp; Far East</b>	<b>Singapore, Indonesia, Malaysia, China</b>	Plaything Merchandising TEL: (852) 525-9222 FAX: (852) 525-9690 Contact: Orrin Ezralow
	<b>France</b>	Entertainment Concepts TEL: (33) 147 55 74 01 FAX: (33) 147 55 74 03 Contact: Sophie Ferrand	<b>North America</b>	<b>Canada</b>	NorthStar Licensing & Merchandising TEL: (905) 821-0661 FAX: (905) 821-7097 Contact: Barry Craddock
	<b>Germany, Switzerland, Austria</b>	EM Entertainment TEL: (49-89) 957-150 FAX: (49-89) 957-15111 Contact: Jonae Kurtenbach		<b>Mexico</b>	Grupo Innovacion TEL: (52-5) 540-0660 / 0520 / 4955 FAX: (52-5) 520-3495 Contact: Marcela Rivera
	<b>Benelux</b>	Kortekaas Merchandising TEL: (31-1751) 77243 FAX: (31-1751) 18902 Contact: Hans Kortekaas	<b>Latin America</b>	<b>Argentina</b>	Cely Argentina TEL: (54-1) 633-4005/12 FAX: (54-1) 633-4013 Contact: Alejandro Pedros
	<b>Scandinavia, Finland</b>	Airtime AB TEL: (10) 46 8 610 3400 FAX: (10) 46 8 610 3410 Contact: Karin Svensson		<b>Brazil</b>	Solymar Enterprises TEL: (55-11) 884-3911 / 884-2740 FAX: (55-11) 884-0087 Contact: Claudia Oliveira
	<b>Italy</b>	DIC 2 Srl TEL: (39-2) 901-111 31 FAX: (39-2) 901-100 44 Contact: Gianfranco Mari, Claudia Buson		<b>Chile</b>	DOCE TEL: (56-2) 246-7272 FAX: (56-2) 246-7200 Contact: Jose Donoso
	<b>Poland, Russia</b>	Plus Licens TEL: (46) 84 119 078 FAX: (46) 84 242 561 Contact: Peder Tamm		<b>Colombia</b>	Colombia de Licenseias TEL: (57-1) 610-9083 / 259-3378 FAX: (57-1) 218-2061 Contact: Roxane Caluo
	<b>Spain</b>	Promo V. I. P. TEL: (34-3) 415-3300 FAX: (34-3) 416-0415 Contact: Francisco Guitart, Jose Luis Afan	<b>Central America</b>	<b>Peru, Venezuela, Ecuador</b>	Compania Peruana de Licencias TEL: (51-14) 621-986 or 627-156 FAX: (51-14) 621-986 Contact: Luis Salazar
	<b>Portugal</b>	PSM TEL: (351-1) 471-5041 FAX: (351-1) 471-5048 Contact: Fatima Guerreiro		<b>Uruguay</b>	Cely Ltd. TEL: (59 8) 223-2229 FAX: (59 8) 292-2278 Contact: Daniel Feuerstein
<b>Australia &amp; Far East</b>	<b>Australia</b>	Haven Licensing TEL: (61-2) 958-0544 FAX: (61-2) 958-3074 Contact: Thomas Punch	<b>Middle East</b>	<b>Israel</b>	Zooz International TEL: (516) 569-6146 FAX: (516) 569-7195 Contact: David Bezalel
	<b>New Zealand</b>	Newman International Merchandising and Marketing TEL: (64-9) 302-3551 FAX: (64-9) 302-3532 Contact: Louise Coburn	<b>Africa</b>	<b>South Africa</b>	Greka TEL: (27) 21 54 7212 FAX: (27) 21 54 5828 Contact: Charles Tapanlis
	<b>Philippines</b>	Empire International TEL: (63-2) 722-4325 FAX: (63-2) 721-2980 Contact: Hubert Co	<b>Eastern Europe</b>		GPA Gerd Plessl TEL: (49) 89 125-40-87 FAX: (49) 89 125-48-16 Contact: Gerd Plessl
	<b>Taiwan, Hong Kong, Korea, Thailand</b>	RM Enterprises TEL: (852) 2790-9383 FAX: (852) 2343-3414 Contact: Ray Mok		<b>Turkey</b>	Euro Lizenzen TEL: (49) 89 34 1151 FAX: (49) 89 34 1188 Contact: Gunter Vetter



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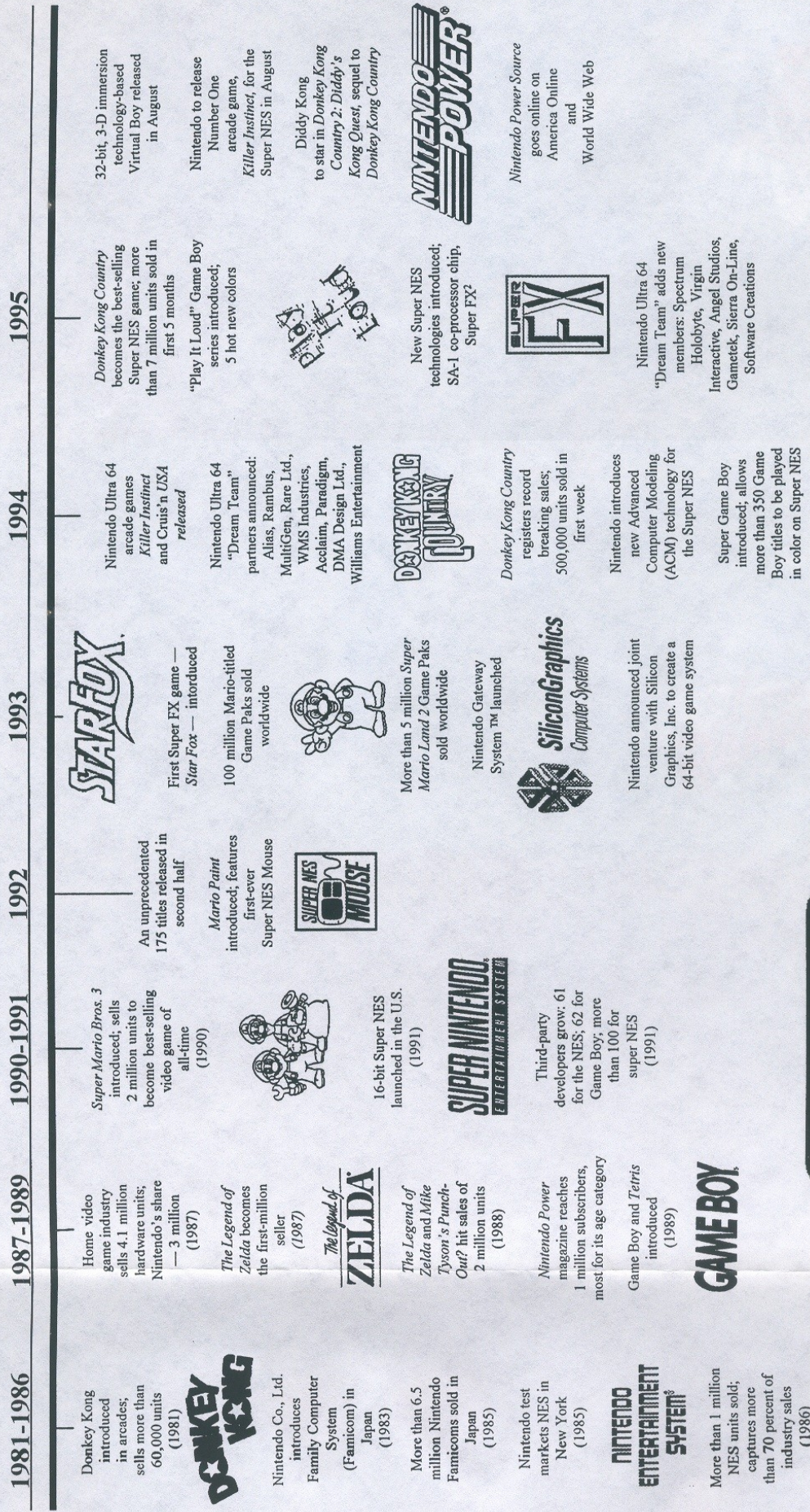
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# Nintendo Timeline



FOR IMMEDIATE RELEASE

CONTACT: GOLIN/HARRIS

Michael Puccini at (213) 623-4200

Eileen Tanner at (206) 462-4220



## SECOND-HALF 1995 HARDWARE FACT SHEET

Product Name:	Released:	Description:	Software Titles *:	MSRP**:
<b>SYSTEMS</b>				
<input type="checkbox"/> <i>Super Nintendo Entertainment System (Super NES)</i>	1991	16-bit Home Entertainment System <i>Donkey Kong Country</i> Super Set Control Set	600	\$149.95 \$99.95
<input type="checkbox"/> <i>Game Boy</i>	1989	4-bit Hand-held Portable	400	Bundled Package: \$79.95 Basic Package: \$49.95
<input type="checkbox"/> <i>Game Boy Play It Loud Series</i>	1995	Game Boy with Color Casing	400	\$54.95
<input type="checkbox"/> <i>Super Game Boy</i>	1994	Game Boy Adapter for Super NES	400	\$59.95
<input type="checkbox"/> <i>Virtual Boy</i>	1995	32-bit Portable System	16	\$179.95
<b>ACCESSORIES</b>				
<input type="checkbox"/> <i>Super Scope</i>	1992	Super NES Accessory	11	\$29.95
<input type="checkbox"/> <i>Super NES Mouse Controller</i>	1992	Super NES Controller	23	\$24.95

\*NOTE: As of 5/11/95

\*\*NOTE: ALTHOUGH NINTENDO OF AMERICA INC. MAY SUGGEST RETAIL PRICES FOR ITS PRODUCTS, DEALER IS FREE TO DETERMINE ON ITS OWN THE PRICES AT WHICH IT WILL SELL PRODUCTS.

FOR IMMEDIATE RELEASE

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










## SECOND-HALF 1995 SOFTWARE FACT SHEET

Title:	Available:	Game Type:	MSRP*
<b>SUPER NES (16-bit)</b>			
<input type="checkbox"/> <i>EarthBound</i>	June-95	Role-Playing	\$69.95
<input type="checkbox"/> <i>Killer Instinct</i>	Aug-95	Tournament Fighting	\$74.95
<input type="checkbox"/> <i>Donkey Kong Country 2: Diddy's Kong Quest</i>	Nov-95	Action/Adventure	\$69.95
<b>GAME BOY (Portable)</b>			
<input type="checkbox"/> <i>Kirby's Dream Land 2</i>	May-95	Action/Adventure	\$29.95
<input type="checkbox"/> <i>Donkey Kong Land</i>	June-95	Action/Adventure	\$34.95
<input type="checkbox"/> <i>Asteroids/Missile Command</i>	July-95	Classic Arcade Space Shooters	\$29.95
<input type="checkbox"/> <i>Centipede/Millipede</i>	Aug-95	Classic Arcade Worm Shooters	\$29.95
<input type="checkbox"/> <i>Street Fighter 2</i>	Aug-95	Tournament Fighting	\$29.95
<input type="checkbox"/> <i>Galaga/Galaxian</i>	Sept-95	Classic Arcade Space Shooters	\$29.95
<input type="checkbox"/> <i>Defender/Joust</i>	Oct-95	Classic Arcade Shooter/Jousting	\$29.95
<input type="checkbox"/> <i>Killer Instinct</i>	Nov-95	Tournament Fighting	\$34.95
<b>VIRTUAL BOY (Portable)</b>			
<input type="checkbox"/> <i>TeleRoboXer</i>	Aug-95	3-D Sports/Boxing	\$39.95
<input type="checkbox"/> <i>Galactic Pinball</i>	Aug-95	3-D Pinball	\$39.95
<input type="checkbox"/> <i>Mario Clash</i>	Aug-95	3-D Action/Adventure	\$39.95
<input type="checkbox"/> <i>Mario Dream Tennis</i>	Aug-95	3-D Sports/Tennis	\$39.95
<input type="checkbox"/> <i>Red Alarm</i>	Aug-95	3-D Space Shooter	\$39.95

\*NOTE: ALTHOUGH NINTENDO OF AMERICA INC. MAY SUGGEST RETAIL PRICES FOR ITS PRODUCTS, DEALER IS FREE TO DETERMINE ON ITS OWN THE PRICES AT WHICH IT WILL SELL PRODUCTS.

**NINTENDO "HOME PAGE"**  
**INTERNET -- WORLDWIDE WEB**  
**ADDRESS: WWW.NINTENDO.COM**

**SPECIAL FEATURES**

-  **What's New -- Up-to-the-minute listing of Nintendo's activities on the Web**
-  **Games -- Hot information straight from the pros at *Nintendo Power***
  -  "Pak Watch" -- Previews of soon-to-be-released Nintendo games
  -  Reviews of Nintendo's hottest games
  -  Downloadable list of information on more than 1,500 Super NES titles
-  **Systems -- The latest on hot new systems and technology**
  -  The "inside scoop" on Nintendo Ultra 64 and Virtual Boy
  -  Updates on exclusive Nintendo technology -- Advanced Computer Modeling, Super FX<sup>2</sup>
-  **Nintendo HQ -- "Official" news straight from the headquarters**
  -  Easy access to e-mail addresses, phone numbers and "snail mail" addresses
-  **Press Releases -- Downloadable press releases on Nintendo's latest products**
-  **Other Cool Places -- Direct links to other cool sites**
  -  Hear from the folks at Silicon Graphics, Alias and others
-  **Eye on the Net -- Weekly "report" on net activity, including responses to those pesky rumors**
-  **Gimmicks -- A "just-for-fun" area to hang out and chat about Nintendo**
  -  Customer survey invites 'surfers' to vote
  -  Want to talk? Do it here in the Nintendo chat room

























For more information on Nintendo's web site, call Lisa Sorge or Sonya Chan at Golin/Harris Communications (213) 623-4200.

# **NINTENDO POWER SOURCE**

## **AMERICA ONLINE**

### **KEYWORD: NINTENDO**

#### **SPECIAL FEATURES**

-  **What's New -- Up-to-the-minute listing of *Nintendo Power Source* activities**
-  **Play It Loud -- "Attitude" area gives players the chance to sound off!**
  -  Live coverage from trade shows and special events
  -  Weekday "chat sessions" hosted by "NOA Paul"
  -  Guest speakers -- Meet the masterminds behind the hottest Nintendo games!
  -  Sneak previews -- downloadable game-play footage of upcoming Nintendo titles
  -  Interactive contests, conferences and chat rooms
  -  Bulletin board -- Disagree with a game review? Say it here!
  -  You be the judge -- Polls on monthly Top 20 video games
-  **Games -- "Pipeline" to the pros at Nintendo**
  -  "Pak Watch" -- Previews of soon-to-be-released Nintendo games
  -  "Classified Info." -- Complete library listing of Super NES games and a year's worth of game tips, strategies and codes
  -  "Now Playing" -- More than 200 reviews of current and past video games
  -  Bulletin board -- Be heard! Post your own game reviews, comments and codes
  -  "Epic Center" -- Sure to please even the most hardcore role-playing-game (RPG) enthusiasts
    -  RPG game maps, bulletin boards and special guests
-  **Systems -- The latest information on hot new systems**
  -  The "inside scoop" on Nintendo Ultra 64 and Virtual Boy
  -  Updates on exclusive Nintendo technology -- Advanced Computer Modeling, Super FX<sup>2</sup>
  -  Bulletin board -- Express your thoughts on new platforms and technology!
-  **Nintendo HQ -- "Official" news straight from the headquarters**
  -  Download the latest corporate news
  -  Easy access to *Nintendo Power* subscription forms, consumer service and game counselor phone numbers
-  **Search -- Easy-to-use menu retrieves past and present information on specific Nintendo topics**

*Nintendo Power Source* is an online edition of *Nintendo Power* -- the country's most widely read video game publication. It offers America Online (AOL) subscribers up-to-the-minute information on Nintendo video games with an easy-to-use interface. To subscribe to AOL and *Nintendo Power Source*, call 1-800-827-6364 (when ordering, mention "Ext. 12386" to receive your *Nintendo Power Source* instruction packet). For more information on *Nintendo Power Source*, call Sonya Chan or Lisa Sorge at Golin/Harris Communications (213) 623-4200.



***FAX BACK TO US***

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

What type of computer system do you have? \_\_\_\_\_

Are you using an online service? If so, which one(s)?  
AOL \_\_\_\_\_ Prodigy \_\_\_\_\_ Compuserve \_\_\_\_\_ Delphi \_\_\_\_\_ Other \_\_\_\_\_

How do you prefer to receive press material?  
Mail \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_ On Line \_\_\_\_\_

How did you receive this press kit?  
At E<sup>3</sup> \_\_\_\_\_ By Mail \_\_\_\_\_ Other \_\_\_\_\_

In what form do you prefer to receive artwork?  
8x10 Color \_\_\_\_\_ Color Slide \_\_\_\_\_ Color Transparency \_\_\_\_\_ 8x10 Black and White \_\_\_\_\_

Did you find these materials helpful? Why or Why not?  
\_\_\_\_\_  
\_\_\_\_\_

What materials did you find most helpful in this kit?  
\_\_\_\_\_  
\_\_\_\_\_

How could we improve this kit?  
\_\_\_\_\_  
\_\_\_\_\_

**FAX BACK TO:**

**Golin/Harris Communications  
(213) 623-9476  
ATTENTION: Mark Brier**

  
**Nintendo®**

# PHOTOGRAPHY

COLOR ARTWORK FOR ALL NINTENDO SECOND-HALF 1995 VIDEO GAMES IS AVAILABLE AT THE GOLIN/HARRIS OFFICE IN THE NINTENDO BOOTH OR BY FAX REQUEST

## VIRTUAL BOY

- ☐ Box Art
- ☐ *Galactic Pinball* Box Art
- ☐ *Mario Clash* Box Art
- ☐ *Mario's Dream Tennis* Box Art
- ☐ *Red Alarm* Box Art
- ☐ *Teleroboxer* Box Art

## SUPER NES SOFTWARE

- ☐ *Donkey Kong Country 2: Diddy's Kong Quest*
- ☐ *Diddy's Kong Quest* Character Artwork
- ☐ *Killer Instinct*
- ☐ *Killer Instinct* Character Artwork
- ☐ *EarthBound*
- ☐ *Donkey Kong Country*

## GAME BOY SOFTWARE

- ☐ *Donkey Kong Land*
- ☐ *Kirby's Dream Land 2*
- ☐ *Asteroids/Missile Comand*
- ☐ *Centipede/Millipede*
- ☐ *Defender/Joust*
- ☐ *Galaga/Galaxian*
- ☐ *Street Fighter II*

## HARDWARE SYSTEMS

- ☐ Game Boy Play It Loud Series
- ☐ Super NES
- ☐ Virtual Boy
- ☐ Nintendo Ultra 64

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

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**VIRTUAL BOY™**

# NEWS RELEASE

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## NINTENDO ANNOUNCES SOFTWARE DEVELOPERS FOR VIRTUAL BOY

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### Developers Have Signed On to Create Games for First Mass-Market, 3-D, Virtual Immersion Video Game System

---

LOS ANGELES, May 11, 1995 -- Today, Nintendo announced that Acclaim, Bullet-Proof Software, Hudson Soft, Ocean of America, Rare Ltd., Software Creations and T&E, among others, have signed on to develop software for Virtual Boy, the first three-dimensional, virtual immersion, 32-bit video game system developed and produced for the mass market. Nintendo is previewing Virtual Boy, with several new first- and third-party software titles, during the Electronic Entertainment Expo (E<sup>3</sup>) in Los Angeles, May 11 - 13.

"Nintendo hosted a Virtual Boy Technical Symposium for developers earlier this year and the response was very positive," says Peter Main, Nintendo's vice president, marketing. "While we can't disclose specifics about games under development at this time, the development community is excited about creating games which highlight the unique technical capabilities and 3-D perspective of Virtual Boy, such as first-person simulation and 3-D flying games."

- MORE -

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VIRTUAL BOY SOFTWARE DEVELOPERS  
2-2-2-2

Virtual Boy is a RISC-based, 32-bit system which uses two high-resolution, mirror-scanning LED (light emitting diode) displays to produce a 3-D experience not possible on conventional television or LCD screens. Its unique design eliminates all external stimuli, totally immersing players into their own private universe with high-resolution red images against a deep, black background. The 3-D experience is enhanced through stereophonic sound and a new specially designed, double-grip controller which accommodates multi-directional spatial movement.

Virtual Boy combines 3-D image immersion technology developed by Nintendo with proprietary display technology created by Reflection Technology, Inc., of Waltham, Mass., and licensed exclusively within the video game market to Nintendo on a worldwide basis. Reflection is a recognized leader in miniaturized display products and holds exclusive worldwide patents for technology that incorporates color matrix LED displays which, when combined in the stereoscopic Virtual Boy, produce a complete 3-D experience.

Virtual Boy will be launched in the U.S. on August 14, 1995, for a suggested retail price of \$179.95\*.

Nintendo Co., Ltd., of Kyoto, Japan, is the leader in the worldwide \$15 billion retail video game industry. As a wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo's operations in the Western Hemisphere, where more than 40 percent of American homes own a Nintendo system.

# # # #

\*NOTE: ALTHOUGH NINTENDO OF AMERICA INC. MAY SUGGEST RETAIL PRICES FOR PRODUCTS, THE DEALER IS FREE TO DETERMINE ON ITS OWN THE PRICES AT WHICH IT WILL SELL PRODUCTS.



# NEWS RELEASE

## VIRTUAL BOY TECHNICAL SPECIFICATIONS

CPU:	32-bit RISC processor running at 20 MHz
Display:	Dual mirror-scan, high resolution, LED displays
Software:	ROM cartridge
Power Supply:	Battery operated -- six AA batteries (sold separately)
Audio:	Stereo sound with self-contained dual-speaker system
Controller:	New double-grip controller with six buttons and two plus-keys
Measurements:	8.5"H x 10"W x 4.3"D (head unit only)
Weight:	760 grams (head unit only)
Power Adapter:	AC 110V Adapter (sold separately)

# # # #

(00035573)

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# VIRTUAL BOY™

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### **VIRTUAL BOY LAUNCH DATE ANNOUNCED**

---

**Unique, 3-D Hardware System to be Launched in August;  
Supported by More Than \$25 Million in Marketing**

---

LOS ANGELES, May 11, 1995 -- Nintendo of America Inc. today announced that Virtual Boy, the first three-dimensional, virtual immersion, 32-bit video game system developed and produced for the mass market, will be launched in the United States on August 14, 1995. Backed by more than \$25 million in marketing, the system will have a manufacturer's suggested retail price of \$179.95\*.

In the U.S., Virtual Boy will be bundled with one of the outstanding titles from the launch library and the new double-grip controller. Later this year, an AC adapter will be sold separately.

"Virtual Boy is unlike anything currently available for the home," says Peter Main, Nintendo's vice president, marketing. "We're bringing a totally unique, 3-D gaming experience to market at an affordable price and in time to get a jump on the holiday shopping season. We expect to sell more than 1.5 million hardware units and 2.5 million pieces of software by the end of 1995."

- MORE -

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## VIRTUAL BOY LAUNCH

2-2-2-2

At the time of launch, several new first-party software titles will be available, including: *Teleroboxer*, a first-person, futuristic boxing title; *Galactic Pinball*, a space-age pinball game featuring five three-dimensional, arcade-style tables; *Mario Clash*, an action/adventure game inspired by the original Mario Bros. series; *Mario's Dream Tennis*, a tennis match with a unique 3-D perspective; and *Red Alarm*, a polygon-based space shooter. Virtual Boy software will retail from \$39.95\* to \$49.95\*.

More than 100 developers and third-party publishers currently are creating games for Virtual Boy. Some of the third-party titles in development include: *Vertical Force*, from Hudson-Soft, a high-action, space-shooter game; *Golf*, from T&E, a fun-packed, polygon-rendered version of the popular sport; and *Waterworld*, from Ocean, based on the upcoming movie starring Kevin Costner.

Virtual Boy is a RISC-based, 32-bit system which uses two high-resolution, mirror-scanning LED (light emitting diode) displays to produce a 3-D experience not possible on conventional television or LCD screens. Its unique design eliminates most external stimuli, totally immersing players into their own private universe with high-resolution red images against a deep, black background. The 3-D experience is enhanced through stereophonic sound and a new, specially designed, double-grip controller which accommodates multi-directional spatial movement.

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VIRTUAL BOY LAUNCH  
3-3-3-3

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### NINTENDO OF AMERICA SECOND-HALF 1995 RELEASES:

#### VIRTUAL BOY

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##### ■ **TELEROBOXER**

August 1995; MSRP \$39.95\*

- ▶ One-player boxing game
- ▶ First-person perspective; players must jab and duck as if they were in the ring
- ▶ Opponents are robot boxers with varying skills
- ▶ Skill level of opponents increases as game progresses

##### ■ **GALACTIC PINBALL**

August 1995; MSRP \$39.95\*

- ▶ One-player, realistic pinball game
- ▶ Features five different pinball tables
- ▶ Multiple hidden bumpers send pinballs up, down, forward and backward in a space-age, 3-D environment

##### ■ **MARIO CLASH**

August 1995; MSRP \$39.95\*

- ▶ One-player, action/adventure game
- ▶ Designed, in part, by Shigeru Miyamoto, creator of Mario and Donkey Kong
- ▶ Similar to side-scrolling Mario games with added 3-D effect: characters can move front to back
- ▶ Features familiar characters from the Mario Bros. games, including Goombas, Koopas, Spiny, Mushrooms
- ▶ Game environments reminiscent of Mario Bros. series -- ropes, pipes, bricks

- MORE -

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■ **MARIO'S DREAM TENNIS**

August 1995; MSRP \$39.95\*

- ▶ One-player sports game
- ▶ Features familiar cast of Nintendo characters, including Mario, Yoshi and Donkey Kong Jr.
- ▶ Unique 3-D tennis court playing field
- ▶ Player perspective is from behind the character at the baseline
- ▶ Realistic tennis game play and strategy
- ▶ Characters move backward and forward as well as left and right to serve, volley, lob and rally

■ **RED ALARM**

August 1995; MSRP \$39.95\*

- ▶ One-player, space-shooter game
- ▶ Features polygon-rendered, wire frame images
- ▶ Player perspective is from behind spacecraft
- ▶ Player must navigate spacecraft to eliminate enemies while swerving and ducking obstacles that appear to fly toward player
- ▶ Game play is similar to the popular Super NES title, *StarFox*

# # # #

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**NEW NINTENDO ALLIANCE CREATES THE WORLD'S MOST POWERFUL  
HIGH-TECH GAME DEVELOPMENT STUDIO**

---

**Nintendo Makes Multi-Million Dollar Investment in Rare**

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REDMOND, WASH., April 18, 1995 -- In what it bills as the most dynamic alliance in the video game industry, Nintendo Co., Ltd. today said it has agreed to make a multi-million dollar capital investment in U.K.-based Rare, the world's hottest video game development company.

Nintendo's investment in Rare will ensure that Rare remains not only the world's most technically advanced video game developer, but also one of the largest. The investment, which will give Nintendo a 25-percent interest in Rare, marks the first time Nintendo has invested in a video game development company outside of Japan.

- MORE -

NINTENDO/RARE ANNOUNCEMENT

2-2-2-2

Under the terms of the agreement, Rare will develop a series of new 16-bit and 64-bit home video games, as well as games for Nintendo's Game Boy and Virtual Boy video game systems. Rare will also publish games worldwide on various Nintendo hardware platforms under the "Rareware" label, including games for Nintendo Ultra 64™, Nintendo's new 64-bit home video game machine now under development at Silicon Graphics Inc. (NYSE:SGI).

In 1994, Rare and Nintendo joined forces to create the blockbuster video game *Donkey Kong Country*, using revolutionary real-time 3-D technology called Advanced Computer Modeling (ACM). To date, Nintendo has sold more than 7.4 million *Donkey Kong Country* cartridges worldwide, making *Donkey Kong Country* the fastest selling video game of all time. Rare also created today's number one arcade hit game *Killer Instinct*.

"Based on the tremendous worldwide success of *Donkey Kong Country* and *Killer Instinct*, it's clear that Rare is the best video game developer in the world. Just like the movie industry where there are a handful of people who make great movies, the video game industry only has a few people who make great games," says Howard Lincoln, Nintendo of America chairman. "Nintendo considers the Rare team the 'Spielberg' of video game development."

Currently Rare is working on a number of Nintendo titles, including a 16-bit sequel to the Number One smash hit game *Donkey Kong Country* for the Super Nintendo Entertainment System, and new titles for Nintendo Ultra 64, Game Boy and Nintendo's new Virtual Boy, a 32-bit, 3-D game system that will be launched in summer of 1995. Rare is also developing a James Bond home video game, based on the movie "Goldeneye," currently being filmed outside London.

- MORE -

"With the creative and technical expertise of Nintendo and Rare, we'll not only continue to produce the best video games in the industry, but we already have defined the standard of 'next generation,'" comments Joel Hochberg, Rare president. "We have searched the world over for top-notch talent and have brought them together in an entity that will, without a doubt, continue to blow the competition away."

In keeping with both companies' mandate to provide the best in home video game software, Rare will bolster its existing staff of experienced video game developers from 84 to 250 over the next two years. The company will seek additional talent with education and experience in such cutting-edge, high-tech fields as artificial intelligence and 3-D visualization. To house the augmented staff and its sizable increase in high-end Silicon Graphics workstations, Rare will expand its game development facilities in Twycross, Warwickshire, England, one hour north of London, where the company is based.

Rare's four-member board of directors will consist of Rare Coin-It Companies' Joel Hochberg, Rare Ltd.'s Chris Stamper and Tim Stamper, and Howard Lincoln, Nintendo of America chairman.

Rare has offices in the United Kingdom, and Rare Coin-It Toys & Games, Inc. has offices in Miami and Connecticut. The Miami office directs business, licensing and marketing functions; the Connecticut facility houses the toy and game division. Rare's artists, designers and programmers are currently located in a 300-year old farmhouse in Twycross, England.

Nintendo Co., Ltd. is the world's largest manufacturer and marketer of video games. Based in Redmond, Washington, Nintendo of America Inc., a wholly owned subsidiary, is the headquarters for Nintendo's marketing operations in North America.

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### WORLD'S LARGEST VIDEO GAME COMPANY GOES ONLINE WITH *NINTENDO POWER SOURCE*

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#### Nintendo's Video Game Magazine Debuts on America Online and the Internet

---

REDMOND, Wash., May 4, 1995 -- It has no walls, no boundaries. It's never closed and you're always welcome. It's *Nintendo Power Source* and starting today, it will be a place video game enthusiasts can call home.

*Nintendo Power Source*, an online edition of the country's most widely read video game magazine, debuts on America Online (AOL). Video gamers across the country can swap information immediately and interact directly with Nintendo's professional game play counselors. And, just as Nintendo pushes the technical envelope with each new video game, *Nintendo Power Source* takes full advantage of the most advanced online software tools available. Gamers will enjoy progressive, entertaining and inventive activities in a graphic environment reminiscent of a hidden level in *Donkey Kong Country* -- just wait till you see Diddy Kong in his new cyberspace home. To jump to this new AOL area, use the keyword "NINTENDO."

#### **E<sup>3</sup> ONLINE CONFERENCES**

To kick off *Nintendo Power Source*'s new AOL area, Nintendo will host four, live conferences direct from the Electronic Entertainment Expo (E<sup>3</sup>) in Los Angeles. Daily, at 3:00 p.m. (PDT), from May 10-13, 1995, *Nintendo Power Source* will feature special industry guests providing the "inside scoop" on Nintendo's hottest products and technologies.

- MORE -

- **Wednesday, May 10:** Get an insider's Sneak Peek of E<sup>3</sup> with special guest Gumpei Yokoi of Nintendo Co., Ltd., developer of Game Boy and Virtual Boy. Attendees will get an electronic "press-pack" of E<sup>3</sup> events and products, and one lucky attendee will win a Virtual Boy system.
- **Thursday, May 11:** Representatives of id Software will be online to talk about *Doom*.
- **Friday, May 12:** Post your questions about the Number One arcade sensation, *Killer Instinct*, to the game's developers from Rare Ltd. and Nintendo.
- **Saturday, May 13:** Join in on an E<sup>3</sup> Wrap-Up with special guests from the media.

### ***DAILY ONLINE TALK SHOW***

Move over Ricki Lake, "NOA Paul" is taking up residence on *Nintendo Power Source* as the host of a daily chat session. Each afternoon, Monday through Friday, he'll host live conversations connecting subscribers directly with the pros at Nintendo. "NOA Paul," a.k.a. Paul Hawkins, has been a Nintendo Game Counselor for three and a half years. Now, he's sharing his wealth of knowledge on the more than 1,500 Nintendo games. Special guests will drop in on these chat sessions from time to time as well.

*Nintendo Power Source* also features bulletin board areas, where game players can share their own expertise, give their opinions of the latest software releases, or ask game play questions. Nintendo's game play counselors will be hanging out in the *Nintendo Power Source* area to dispel rumors and answer any FAQs -- or frequently asked questions.

### ***WORLD WIDE WEB SITE***

Simultaneously, *Nintendo Power* is opening a new Internet World Wide Web site, at WWW.NINTENDO.COM. The Web site features one of the first chat rooms available on the World Wide Web. Now, instead of "surfing the Net" for a news group, online gamers can settle into the Nintendo area to chat with other gamers, guest speakers and video game celebrities who drop by from time to time.

The Web site also takes advantage of advanced graphic technology by featuring a full color, computer rendered front screen. Press releases, product information and reviews, downloadable video clips, and other information are available. And, for those with an interest in quirky bits of trivia, Nintendo's "Gimmicks" area will satisfy that need. The Web site will allow users to talk to other sites and documents, making WWW.NINTENDO.COM a must stop on the Internet.

"We see *Nintendo Power Source* and WWW.NINTENDO.COM as perfect complements to *Nintendo Power*," says Gail Tilden, Editor-in-Chief, *Nintendo Power*. "Nintendo fans will now have an immediate and direct line to *Nintendo Power* editors and Nintendo's Game Play Counselors -- this gives us the perfect opportunity to interact with them."

#### ***NINTENDO POWER SOURCE CATEGORIES***

*Nintendo Power Source* offers AOL subscribers an easy-to-use interface, divided into six categories. There's also a hidden area for those with inquisitive minds.

- **Play It Loud**, the "attitude" area, lets video gamers "talk back" to Nintendo, join the daily chat sessions, access live coverage from special events such as trade shows, and meet special guests.
- **Games** serves as the "pipeline" to the pros at Nintendo, giving players the chance to get the latest codes, reviews, strategies and previews.
- **Systems** offers the latest technical information on Nintendo's hardware systems.
- **Nintendo HQ** provides the "official" news from the corporate office.
- **What's New** provides an up-to-the-minute list of *Nintendo Power Source*'s activities and new additions to the area.
- **Search** provides an easy-to-use way to find all information on any given Nintendo topic.

*NINTENDO POWER SOURCE*  
4-4-4-4

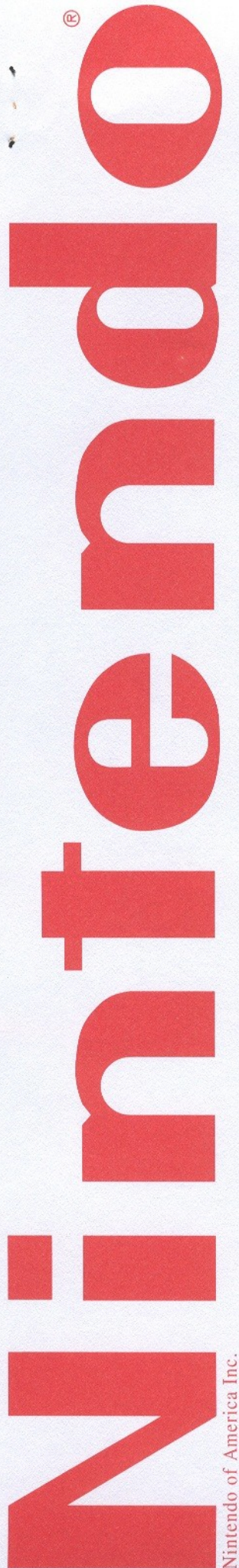
***FOR MORE INFORMATION***

To subscribe to *Nintendo Power Source*, call 1-800-827-6364. Callers should mention "Ext. 12386" to receive a free America Online start-up disk.

*Nintendo Power* is published monthly by Nintendo of America Inc. With a printed circulation of nearly 1 million and a projected 2.5 million pass-along readership, *Nintendo Power* is the most widely read video game publication in North America.

# # # #

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### NINTENDO UNVEILS A *KILLER* LINE-UP AT E<sup>3</sup>

---

**Hardware and Software Introductions Showcase Breakthrough Technology,  
Riveting Graphics and Fast-Paced Game Play Action**

---

LOS ANGELES, May 11, 1995 -- An action-packed, thrill-a-minute, fighting adventure. A special-effects-laden sequel to last year's Number One blockbuster hit. A 3-D adventure delving into unique, unexplored worlds. No, these are not the latest Hollywood summer offerings, but previews of the future of interactive home gaming courtesy of Nintendo of America Inc.

Today, in its 40,000+ square-foot booth at the Electronic Entertainment Expo (E<sup>3</sup>), Nintendo unveiled Virtual Boy, its cutting-edge hardware system employing revolutionary, 3-D technology, and two exclusive video game software titles for the 16-bit Super Nintendo Entertainment System (Super NES) that take graphics technology to a new level -- *Killer Instinct* and *Donkey Kong Country 2: Diddy's Kong Quest*.

- MORE -

## NINTENDO UNVEILS KILLER LINE-UP

2-2-2-2

"We're looking forward to an exciting second half in which we'll deliver the best game play experiences available at any price," says Peter Main, Nintendo's vice president, marketing. "Our new 32-bit Virtual Boy system is unlike any other, providing a totally unique 3-D experience. And, for the more than 16 million Super NES owners, our two new Advanced Computer Modeling (ACM) titles push the performance of the Super NES even further."

One year ago, Nintendo rocked the industry by unveiling the first fully computer-rendered video game for a 16-bit system. Today, the company is once again raising the bar on gaming by introducing new software featuring even bolder, breakthrough graphics and seamless game play.

The Number One arcade hit, *Killer Instinct*, will make its debut for the home on the Super NES in August. This tournament fighting game was developed in conjunction with U.K.-based Rare Ltd., the same design team behind the mega-hit *Donkey Kong Country*, using its proprietary design technology, ACM. The new Super NES version is a faithful translation of the arcade game -- complete with computer-rendered graphics and multi-hit combination moves which have set a new gold standard for arcade fighting games.

Following on the heels of the phenomenally successful *Donkey Kong Country*, which to date has sold more than 7.5 million units worldwide, Nintendo unveiled the sequel, *Donkey Kong Country 2: Diddy's Kong Quest*. Again, developed in conjunction with the talented team at Rare using ACM graphics, *Diddy's Kong Quest* features sharp, vivid images and characters set against visually stunning backgrounds -- from lava-filled caves to a giant bee hive oozing with honey. This time, Donkey Kong has been "kong-napped" and it's up to Diddy Kong and his new girlfriend, Dixie Kong, to find him. The game will be released in November.

In addition, Nintendo revealed Virtual Boy will be launched in the U.S. on August 14, 1995, for a suggested retail price of \$179.95\*. Unlike any video game platform currently available, the 32-bit Virtual Boy completely immerses players in a true, 3-D environment.

- MORE -

NINTENDO UNVEILS KILLER LINE-UP  
3-3-3-3

At E<sup>3</sup>, Nintendo is demonstrating the system with five new 3-D video games, including several never-before-seen titles: Mario-inspired adventure game, *Mario Clash*; a 3-D tennis title, *Mario's Dream Tennis*; and a space-shooter with a first-person perspective, *Red Alarm*; as well as *Teleroboxer*, a futuristic boxing title; and *Galactic Pinball*, a space-age, pinball game.

Game Boy, Nintendo's popular hand-held system, got a new look earlier this year with the release of the Play It Loud series -- Game Boys in five different, colorful casings. At E<sup>3</sup>, Game Boy is on display with a fun-packed line-up of new software titles, including the first two ACM Game Boy games: *Donkey Kong Land*, following the further exploits of Donkey Kong and Diddy Kong; and *Killer Instinct*, the tournament fighting sensation that will hit the hand-held market in November.

In conjunction with E<sup>3</sup>, Nintendo went 'cyber' with the introduction of *Nintendo Power Source*, the new online extension of *Nintendo Power* magazine. With truly amazing graphics and inventive and exciting areas to explore, *Nintendo Power Source* is available on America Online and the Internet's World Wide Web. To kick off its introduction, *Nintendo Power Source* is hosting daily online conferences live from the E<sup>3</sup> show floor. Each day at 3:00 p.m. (PDT), Wednesday, May 10, through Saturday, May 13, industry insiders will stop by to chat about the latest E<sup>3</sup> introductions.

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