



## **PINK IS THE NEW BLACK**

### **PINK CHAMPAGNE, PINK DIAMONDS, PINK THE ARTIST, AND NOW ...THE GAME BOY ADVANCE SP LIMITED PINK EDITION**

The Game Boy Advance SP, adored by A-list celebrities all over the globe, just got the ultimate makeover. The all-new Game Boy Advance SP Limited Pink Edition is due to take the style world by storm, available across the UK on 29<sup>th</sup> October 2004.

The Game Boy Advance SP Limited Pink Edition will match your favourite shoes and handbag, and is so stylish it will turn heads wherever you go. And all this packed into something so small and sleek it could pass as a compact mirror! Already seen in the hands of style icons Kate Moss, Claudia Schiffer and Christina Aguilera, it can now make its way into handbags across (insert country).

The Game Boy Advance SP Limited Pink Edition offers hours of entertainment, always by your side in your hour of need. You need never grow bored in a fitting room queue, hairdressers or at a bus stop again. This handy pocket sized gadget with the flip top and integrated lit screen will alleviate hours of finger twiddling with over 500 games already available.

The Game Boy Advance SP is currently available in limited Tribal Edition, Sliver, Black, Blue, Arctic Blue, Flame Red, and now...Pink.

The Game Boy Advance SP Limited Pink Edition is launched across the country on 29<sup>th</sup> October 2004.

Click onto [www.nintendo-europe.com](http://www.nintendo-europe.com) for all of the most up to date official information on Nintendo.

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**For further information please visit the Nintendo Extranet at [www.Nintendo-Europe-Media.com](http://www.Nintendo-Europe-Media.com) or contact Becki Strickland or Simon Watts at the Nintendo Press Office on 020 7307 3103.**

Nintendo Co., Ltd of Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment. To date, Nintendo has sold more than 1.9 billion video games worldwide, created such industry icons as Mario® and Donkey Kong and launched franchises like The Legend of Zelda® and Pokémon. Nintendo manufactures and markets hardware and software for its popular home video game systems, including the Nintendo 64, NINTENDO GAMECUBE, Game Boy Advance and Game Boy – the world's best-selling video game system which has sold over 170 million units. As a wholly owned subsidiary, Nintendo of Europe, based in Grossostheim, Germany, was established in 1990 and serves as headquarters for Nintendo's operations in Europe.