

# GAME BOY ADVANCE SP™

## GO GO GADGET GIRLS

### Nintendo launches Game Boy Advance SP Limited Pink Edition

Out with the shoes, bags and earrings and in with the games console! As girls are increasingly embracing the world of gaming, Nintendo has announced the launch of the Game Boy Advance SP Limited Pink Edition. Coming to (insert country) on 29<sup>th</sup> October 2004, the stylish new gadget is set to take 'girls and gaming' to a whole new level.

A new breed of 'gadget girl' is emerging, and it is all about style. To mark the rise of this gadget girl, Nintendo has announced that they are launching a dusty pink variation of the legendary Game Boy Advance SP, just for girls.

Already a hit with Kate Moss, Claudia Schiffer and Christina Aguilera, the Game Boy Advance SP Limited Pink Edition is small enough to slip into handbags everywhere and offers girls hours of entertainment - wherever they are! On the bus, on the tube, in the hairdressers – girls will be able to play their Game Boy Advance SP Limited Pink Edition whenever they need entertaining.

The pocket-sized gadget with the flip top lid and integrated lit screen has already become the 'must have' gadget and now for the first time, Nintendo is encouraging girls to get involved. With over 500 games already available including Wario Ware, Inc. Minigame Mania from Nintendo, Spyro Fusion and Crash Bandicoot Fusion from Vivendi, Shrek 2 from Activision, Finding Nemo from THQ and The Sims: Bustin' Out from EA, the Pink Game Boy Advance SP is the ultimate accessory for technology conscious ladies.

There is also a host of new games to look out for this Christmas including Pokémon FireRed and Pokémon LeafGreen, The Legend of Zelda: The Minish Cap and Mario vs. Donkey Kong from Nintendo.

The stylish new console will be available across the UK from 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.