



## THE WORLD EMBARKS ON THEIR *POKÉMON X* AND *POKÉMON Y* ADVENTURE ON OCTOBER 12, 2013

*Discover a New Pokémon Type and a New Way to Interact with Pokémon  
in the Next Evolution of Pokémon Video Games*

**BELLEVUE, WA—June 11, 2013**—Kicking off exciting Pokémon activity at E3, the Electronic Entertainment Expo in Los Angeles, The Pokémon Company International and Nintendo announced today that the *Pokémon X* and *Pokémon Y* video games will **launch worldwide on Saturday, October 12, 2013** exclusively for the Nintendo 3DS system. The simultaneous worldwide release of *Pokémon X* and *Pokémon Y* will allow new and veteran Pokémon fans around the globe the opportunity to battle and trade never-before-seen Pokémon and past favorites with each other immediately.

Also confirmed today is that the newly discovered Pokémon Sylveon is in fact a brand-new type: a **Fairy-type** Pokémon. The first new type to be introduced in a Pokémon video game in over a decade, Fairy-type Pokémon like Sylveon and their Fairy-type moves will be super effective against Dragon-type Pokémon! Prior to *Pokémon X* and *Pokémon Y*, only Dragon-type and Ice-type moves were super effective against Dragon-type Pokémon. Fairy-type Pokémon will include not only newly discovered Pokémon like Sylveon, but also Pokémon from past titles like Gardevoir, Marill, and Jigglypuff, which will be reclassified as Fairy-type Pokémon in *Pokémon X* and *Pokémon Y*. Fairy-type Pokémon, the 18th Pokémon type, will add a new dimension and strategy to battling in the new games.

More details about Sylveon, plus two never-before-seen Pokémon, have been revealed today:

- The Fairy-type **Sylveon** is an Intertwining Pokémon that can manipulate its ribbonlike feelers at will and can emit from them an aura that can calm people and other Pokémon. It often wraps these feelers around the arm of its Trainer as it walks behind him or her. Sylveon can learn **Moonblast**, a new Fairy-type move debuting in *Pokémon X* and *Pokémon Y*. Moonblast calls on the power of the moon to attack an opposing Pokémon. This move can be very powerful and also lowers the opposing Pokémon's Attack stat.
- The Sound Wave Pokémon **Noivern** is a Flying- and Dragon-type Pokémon that is extremely combative and will attack anything that wanders too close to it. Flying through the dark night with ease, Noivern uses the ultrasonic waves it emits from its ears to attack. These waves are so strong they can reduce large boulders to small pebbles. A new Normal-type move in *Pokémon X* and *Pokémon Y* that perfectly suits Noivern is **Boomburst**. This move emits an explosive sound wave that attacks all surrounding Pokémon with the resulting energy. But beware—Boomburst will also strike any nearby allies, so consider the situation and your team's types before using it!
- *Pokémon X* and *Pokémon Y* will introduce the new Bug- and Flying-type Pokémon **Vivillon**. It's said there's a secret behind the colorful decorative pattern on Vivillon's wings, which it uses to scatter its scales or create

a strong wind to attack. Vivillon can learn Struggle Bug, a Bug-type move that lowers the Special Attack of any opposing Pokémon it hits, so the move not only causes damage but also reduces the damage inflicted on Vivillon from certain moves during battle.

*Pokémon X* and *Pokémon Y* will also allow players to interact with their Pokémon in a whole new way with **Pokémon-Amie**. Playing and interacting with Pokémon that are in your team by using the Nintendo 3DS system's Touch Screen will build a stronger bond with them. Building this special bond with your Pokémon in Pokémon-Amie will only help players in their future battles.

For more information about *Pokémon X* and *Pokémon Y*, including new images and gameplay video featuring information announced today, please visit [pokemon.com/xy](http://pokemon.com/xy).

Be sure to visit [Pokemon.com](http://Pokemon.com), Like the official Pokémon Facebook page at [Facebook.com/Pokemon](https://www.facebook.com/Pokemon), and follow Pokémon on Twitter [@Pokemon](https://twitter.com/Pokemon) to ensure you're receiving the latest *Pokémon X* and *Pokémon Y* news!

**To download accompanying video and art assets, please click the following link:**

<https://www.yousendit.com/download/WFJXRm84NDJrYUExWjhUQw>

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#### **About Pokémon**

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit [www.pokemon.com](http://www.pokemon.com).

#### **About Nintendo**

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii U™ and Wii™ home consoles, and Nintendo 3DS™ and Nintendo DS™ families of portable systems. Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 4.1 billion video games and more than 654 million hardware units globally, including the current-generation Wii U, Nintendo 3DS, and Nintendo 3DS XL™, as well as the Game Boy™, Game Boy Advance, Nintendo DS, Nintendo DSi™ and Nintendo DSi XL™, Super NES™, Nintendo 64™, Nintendo GameCube™, and Wii systems. It has also created industry icons that have become well-known household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, please visit the company's website at <http://www.nintendo.com>.

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