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CONTACT:
GOLIN HARRIS
Kristie Tomkins
213-438-8830
ktomkins@golinharris.com
Rich George
415-318-4342
rgeorge@golinharris.com

NINTENDO INVENTS AND REINVENTS GAMING FOR EVERYONE WITH IMAGINATIVE NEW EXPERIENCES

*At E3, Nintendo Showcases Interactive Figures Called 'amiibo,'
a New Action Game Genre and New Ways to Play Its Fan-Favorite Franchises*

LOS ANGELES, June 10, 2014 – Nintendo's video games have always had an element that can put great big smiles on people's faces: It's that special Nintendo magic. It's that certain undefinable something that makes people's eyes light up, whether they've been playing for decades or they're picking up a game for the first time. At this week's E3 video game trade show in Los Angeles, Nintendo is showcasing the invention and reinvention of video game experiences – from unique new ways to play to new takes on fan-favorite games and franchises.

Interactive figures called "amiibo," scheduled to arrive this year, can be used with multiple Nintendo games, bringing a touch of Nintendo's magic to the toys-to-life category. With the addition of amiibo to a solid lineup of games on the way, there has never been a better time to own a [Wii U](#) or [Nintendo 3DS](#) system.

"Nintendo has always represented a unique source of video game entertainment for the widest range of gamers," said Reggie Fils-Aime, Nintendo of America's president and chief operating officer. "We create timeless games with twists and turns that provide hours of enjoyment for fans of all ages, and this year with the introduction of amiibo, we're pushing the creative envelope forward in compelling new ways."

New Ways to Play: The toys-to-life category as a whole is extremely strong on Nintendo platforms, and Nintendo's approach with amiibo adds another dimension to the category. Not only can amiibo interact with a particular game, but a single amiibo will continue to entertain in surprising ways, as they can be designed to be compatible across multiple games. Additionally, the Wii U GamePad controller shines in a slate of unique interactive games from Mario creator Shigeru Miyamoto.

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 2

- amiibo: Figures of Nintendo characters can interact with multiple future Wii U and Nintendo 3DS games in unique new ways, providing fresh game-play experiences and a great value for consumers with compatibility across multiple games. Fans can buy and collect amiibo, to bring them closer to the games and characters they love. By the end of the year, Nintendo's foray into the toys-to-life category will inject energy into the genre. Nintendo will launch amiibo with around 10 figures. More will be launched during the holiday season and throughout 2015. *Super Smash Bros.* for Wii U will be the first game to support amiibo. Other games that will support amiibo include *Mario Kart 8*, *Captain Toad: Treasure Tracker*, *Mario Party 10* and *Yoshi's Woolly World*, with more to come. A new NFC reader/writer being designed for Nintendo 3DS is scheduled to launch in 2015.
- **Games from Shigeru Miyamoto**: Shigeru Miyamoto provides an early look at a slate of games he has in development that use the Wii U GamePad controller in different and interesting ways designed to unlock the full potential of the Wii U console.
 - *Mario Maker* (working title) offers up a *Super Mario Bros.* dream: the ability for players to use the Wii U GamePad to design levels from scratch. Place blocks and enemies anywhere and play through the level. With the tap of an icon, users can even switch the visual style between a classic 8-bit *Super Mario Bros.* look and the world of *New Super Mario Bros. U* in the E3 version. The game is scheduled for the first half of 2015.
 - *Star Fox* (working title) turns the Wii U GamePad into the view from the cockpit of Fox McCloud's Arwing fighter. While the TV shows the perspective from behind the Arwing, players can also use the gyro sensors of the GamePad to intuitively and independently target enemies. Players can instantly switch between the Arwing and Landmaster tank with the press of a button, and the game also introduces a new helicopter-type vehicle. The game is scheduled for 2015.
 - *Project Giant Robot* lets players use the touch screen to build a giant robot. Once complete, the GamePad becomes a cockpit from which players control the robot as they try to knock opponents over. A unique combination of button and motion control adds leverage and momentum to their robotic punches. The game is scheduled for the first half of 2015.
 - In *Project Guard* the goal is to stop a robot invasion using a security system of 12 cameras as a last line of defense. Players mount a dozen security cameras around a perimeter before the invasion, and then monitor all 12 as the robot army invades. Cameras also can blast lasers, so players must look, search and shoot quickly if they want to survive the onslaught. The innovative use of the two-screen game play makes for a thrilling spectator experience, allowing anyone in the living room to join in on the fun as an additional set of eyes. The game is scheduled for 2015.
- **Nintendo GameCube controller for Super Smash Bros.**: Many *Super Smash Bros.* fans grew up playing *Super Smash Bros. Melee* for the Nintendo GameCube system, and some will always prefer that system's controller. The Nintendo GameCube controller also could be used in *Super Smash Bros. Brawl* for Wii. To honor that devoted loyalty to a classic way to play, Nintendo is introducing an adapter that lets up to four original Nintendo GameCube or WaveBird controllers work with Wii U. The adapter will be available at a suggested retail price of \$19.99. Nintendo is also launching a retro Nintendo GameCube controller with *Super Smash Bros.* markings at

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 3

a suggested retail price of \$29.99. Additionally, Nintendo is offering a special bundle that includes *Super Smash Bros.* for Wii U, one special Nintendo GameCube controller and one adapter at a suggested retail price of \$99.99. All of these items are scheduled to launch the same day as *Super Smash Bros.* for Wii U this holiday season.

New Game Play: When creating new ways to play, Nintendo has been known to come up with new IP that invents a new genre. Sometimes Nintendo brings its magic to an existing category and reinvents it the Nintendo way.

- **Splatoon:** *Splatoon* is a four-on-four multiplayer action game that drops players into a battle arena that two teams strive to claim as their own. Players of each team spray ink on the ground around them while blotting out the opposing team members in turf war competitions. Each character can turn into a squid-like character and swim through his or her own team's ink – gliding up and down walls and under floors – with ease. Using intuitive controls made possible with the Wii U GamePad's gyro sensor makes it easy to look around and aim, and the on-screen map displays the entire arena at a glance, both of which feel great and redefine multiplayer action. *Splatoon* is targeted to launch in the first half of 2015.

Fan-Favorite Characters and Franchises Come to Life in New Ways: Nintendo continues to reinvent the franchises that fans love and keep them fresh. Nintendo has exclusive characters and franchises that suit every taste.

- **The next installment in The Legend of Zelda franchise:** The newest game in the franchise, scheduled for 2015, introduces the first truly open world in a game from the series. Players can roam Hyrule Field or set off on a trek to distant mountains if they prefer. Players can get to any area they can see from virtually any direction. That's one of the ways the game breaks with franchise norms and introduces new ways to play.
- **Super Smash Bros.:** The famed fighting franchise appears for the first time in HD on Wii U this holiday season, and on a portable system for the first time on Nintendo 3DS on Oct. 3. New characters, items and arenas add a freshly reinvigorated look and feel. As classic Nintendo characters interact wirelessly in the game, amiibo will add a different dimension to game play. *Super Smash Bros.* for Wii U will be available at a suggested retail price of \$59.99, while the Nintendo 3DS version will be available at a suggested retail price of \$39.99.
- **Yoshi's Woolly World:** Yoshi looks like he has been knit from a ball of yarn and placed on the TV screen. This gorgeous HD Wii U game, planned for the first half of 2015, is filled with rich textiles like felt, yarn and cotton that look good enough to touch.
- **Kirby and the Rainbow Curse:** This Wii U Kirby adventure, planned for 2015, is set in an HD, stop-motion clay-like world. Everything is made from clay and placed perfectly in a gorgeously sculpted landscape. Touch-screen drawing mechanics with more variations in functions build on the controls of the fan-favorite Nintendo DS game *Kirby's Canvas Curse* in this new game.
- **Hyrule Warriors:** The game artfully merges the world of *The Legend of Zelda* and the style of *Dynasty Warriors* into one legendary hack-and-slash Wii U adventure.

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 4

Players control hero Link or Princess Zelda, or might opt to play as Impa or Midna in their debut as playable characters. Familiar locations from *The Legend of Zelda* world subtly change to reflect the art styles of their original games. The game is scheduled to launch on Sept. 26.

- **Pokémon Omega Ruby and Pokémon Alpha Sapphire:** Get ready to embark on a new adventure through the Hoenn region. Players will catch, battle and trade Pokémon as they seek answers to the mystery behind Primal Groudon and Primal Kyogre and their possible connection to Mega Evolutions. With new challenges to overcome and incredibly powerful Pokémon to encounter, these games are a true evolution in the Pokémon series.
- **Sonic Boom (SEGA):** The Sonic Boom franchise comes exclusively to Nintendo platforms this November with *Sonic Boom: Rise of Lyric* for Wii U and *Sonic Boom: Shattered Crystal* for Nintendo 3DS. Both titles will feature the “blue blur” as you’ve never seen him before, as Sonic and his friends embark on two new adventures focused on action, exploration and teamwork.
- **Monster Hunter 4 Ultimate (Capcom):** Launching exclusively on Nintendo 3DS in early 2015, *Monster Hunter 4 Ultimate* will be the newest installment in the popular *Monster Hunter* series. Along with an expanded set of moves and two new weapon types, players will be able to join the hunt with friends over the Internet via Wi-Fi.

In addition to the games listed above, some of the other games for Nintendo platforms featured at E3 this week include:

Wii U

- *Bayonetta 2* (October 2014): Brimming with intricate battles that take place in, on and all over epic set pieces, *Bayonetta 2* finds the sassy heroine battling angels and demons in unearthly beautiful HD. Maniacal magic, warped weapons and some serious attitude make up Bayonetta’s deadly arsenal. Best of all, the original *Bayonetta* game comes bundled with the retail packaged version of *Bayonetta 2*, complete with some Nintendo surprises and Nintendo cosplay options for Bayonetta.
- *Mario vs. Donkey Kong* (working title) (2015): The charming *Mario vs. Donkey Kong* puzzle series makes its way to Wii U. This HD entry takes full advantage of the touch screen on the GamePad controller as players guide the Minis (including Mini Luigi) to safety. The game also features a near-limitless puzzle-creation mode that allows fans to share puzzles and leave comments on Miiverse.
- *Captain Toad: Treasure Tracker* (Holiday 2014): The fan-favorite Captain Toad levels from *Super Mario 3D World* have inspired a game of their own. The intrepid Captain Toad sets off on an adventure through a wide variety of clever, colorful and fun levels that require players to use the GamePad to change their perspective to guide him to coins, gems, stars and safety.
- *Mario Party 10* (2015): A Mario Party becomes a Bowser Party as the player with the GamePad becomes everyone’s fire-breathing nemesis. During “Bowser Party” mode, one player gets to be the fire-breathing Koopa King and wreak havoc during the mini-games, while other players try to dodge his attacks. Players can also enjoy classic *Mario Party* style game play as well.
- *Art Academy* (working title) (2014): *Art Academy* on Wii U is a robust download-exclusive application that makes it easy for anyone to learn the basics of drawing or

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 5

get in-depth with more advanced lessons. The Wii U GamePad makes a great canvas to learn, create and share with the most in-depth, robust lessons the series has ever offered.

- *Xenoblade Chronicles X* (2015): The next massive sci-fi role-playing game from Monolith Soft, the creators of *Baten Kaitos* and *Xenoblade Chronicles*, comes exclusively to Wii U. A terrible intergalactic war leaves just a handful of Earth survivors trying to live in a beautiful yet hostile environment.
- *Skylanders Trap Team* (Activision): With *Skylanders Trap Team*, Portal Masters seek out and defeat the most wanted villains in all of Skylands, pulling them out of the game and into living rooms by capturing them in magical Traps, truly bringing Toys-To-Life™ and life-to-toys. Players can then send villains back into the game where they play as the villains to fight for good. The Wii U version will be playable at the Nintendo booth. *Skylanders Trap Team* will be available for the Wii U, Wii and Nintendo 3DS systems on Oct. 5 in North America.
- *Just Dance 2015* (Ubisoft): *Just Dance 2015* is the latest in the world's No. 1 dance game franchise and will be available worldwide in October 2014. Fans can dance along to "Happy" by Pharrell Williams and "Summer" by Calvin Harris while using the fun interactive features like World Dance Floor, the online multiplayer feature and the new Community Remix feature that brings *Just Dance* fans into the actual game play.

Nintendo 3DS

- *Pokémon Art Academy* (October 2014): In *Pokémon Art Academy*, players take on the role of a young aspiring artist who enrolls in the *Pokémon Art Academy* to learn how to draw Pokémon under the tutelage of Professor Andy. Through novice lessons, the players are taught the basics of art, from simple shapes to coloring, and are introduced to various tools and techniques they will use to create art.
- *Fantasy Life* (October 2014): Players embark on the adventure of their dreams as they craft, cast, battle and role-play. The innovative Life system lets players change to one of 12 Life classes at virtually any time to access different abilities. The huge fantasy landscape is filled with surly dark paladins, slick pirate captains and others who share a taste for the unknown.
- *THEATRHYTHM FINAL FANTASY CURTAIN CALL* (Square Enix, Inc.): Combining hallmark *FINAL FANTASY* music with role-playing game (RPG) elements, the new *THEATRHYTHM FINAL FANTASY CURTAIN CALL* will come to North America on Sept. 16, 2014, exclusively for the Nintendo 3DS system.

Third-Party

Nintendo's third-party partners are bringing fantastic and original creations to Wii U and Nintendo 3DS. Additionally, independent developers are also bringing strong digital-only content to the Nintendo eShop. A number of these indie titles will be showcased within the Nintendo Treehouse: Live @ E3 program throughout the course of the show. These titles include:

- *Affordable Space Adventures* (KnapNok Games): The GamePad is your control panel in this exclusive 2D side-scrolling spaceship simulator that requires players to configure all the systems in order to fly around undetected on an alien planet.

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 6

- *Guacamelee! Super Turbo Championship Edition* (DrinkBox Studios): The game is an action-platformer set in a magical Mexican-inspired world. The game features melee combat, a dimension-switching mechanic and cooperative same-screen multiplayer.
- *Shovel Knight* (Yacht Club Games): For Shovelry! Run, jump and dig in this lighthearted, classic adventure platformer. Launching June 26, *Shovel Knight* will include exclusive Miiverse functionality for Wii U, and the Nintendo 3DS version will feature an exclusive Battle Arena mode utilizing StreetPass.
- *Swords & Soldiers II* (Ronimo Games BV): This Wii U exclusive side-scrolling strategy game, the sequel to the award-winning 2009 WiiWare game *Swords & Soldiers*, is set to launch this holiday season.

A selection of the games scheduled to release in 2014 for Nintendo systems include the following:

Publisher	Title	Release Date
Wii U		
Activision	<i>Skylanders Trap Team</i>	Oct. 5
Activision	<i>Transformers: Rise of the Dark Spark</i>	June 24
BANDAI NAMCO Games America, Inc.	<i>PAC-MAN and the Ghostly Adventures 2</i>	October
Disney Interactive	<i>Disney Infinity: Marvel Super Heroes (2.0 Edition)</i>	Fall
Little Orbit	<i>Falling Skies: The Game</i>	Sept. 23
Little Orbit	<i>How to Train Your Dragon 2</i>	June 10
Midnight City	<i>Costume Quest 2</i>	October
SEGA	<i>Sonic Boom: Rise of Lyric</i>	November
Ubisoft	<i>Just Dance 2015</i>	October
Ubisoft	<i>Watch_Dogs</i>	2014
Warner Bros. Interactive Entertainment	<i>Lego Batman 3: Beyond Gotham</i>	Fall
Nintendo eShop on Wii U		
Ackk Studios LLC	<i>Chromophore: The Two Brothers Director's Cut</i>	Q4
Arachnid Games	<i>Ballpoint Universe: Infinite</i>	Summer
ATLUS	<i>Citizens of Earth</i>	Fall
BANDAI NAMCO Games America, Inc.	<i>ONE PIECE Unlimited World Red</i>	July 8
BeautiFun Games SL	<i>Nihilumbra</i>	Summer
Breakfall	<i>STARWHAL: Just the Tip</i>	Q3

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 7

Publisher	Title	Release Date
Curve Digital	<i>Lone Survivor</i>	Q4
Curve Digital	<i>Stealth Inc. 2</i>	Q3
Digital Lounge	<i>Another World – 20th Anniversary Edition</i>	Summer
DrinkBox Studios	<i>Guacamelee! Super Turbo Championship Edition</i>	Summer
Frima Studio Inc.	<i>Chariot</i>	Fall
Fuzzy Wuzzy Games Inc.	<i>Armillo</i>	Summer
Gamesbymo	<i>A.N.N.E</i>	2014
Image & Form	<i>SteamWorld Dig</i>	Fall
KnapNok Games	<i>Affordable Space Adventures</i>	Fall
Natsume Inc.	<i>Alphadia Genesis</i>	Winter
Neko Entertainment	<i>Wooden Sen'SeY</i>	Summer
Nicalis	<i>90s Arcade Racer</i>	Summer
Nnooo	<i>Cubemen 2</i>	Q3
Nyamyam Ltd.	<i>Tengami</i>	Summer
Rain Games	<i>Teslagrad</i>	2014
Ronimo Games BV	<i>Swords & Soldiers II</i>	Q4
Slightly Mad	<i>Project CARS</i>	Q4
Turtle Cream	<i>6180 the moon</i>	Q3
WaterMelon	<i>Pier Solar and the Great Architects</i>	Q3
Yacht Club Games	<i>Shovel Knight</i>	June 26
Nintendo 3DS		
Activision	<i>Skylanders Trap Team</i>	Oct. 5
Activision	<i>Transformers: Rise of the Dark Spark</i>	June 24
ATLUS	<i>Persona Q: Shadow of the Labyrinth</i>	Fall
BANDAI NAMCO Games America, Inc.	<i>ONE PIECE Unlimited World Red</i>	July 8
BANDAI NAMCO Games America, Inc.	<i>PAC-MAN and the Ghostly Adventures 2</i>	October
BANDAI NAMCO Games America, Inc.	<i>Saban's Power Rangers Super Megaforce</i>	Fall
BANDAI NAMCO Games America, Inc.	<i>Tenkai Knights: Brave Battle</i>	October
Capcom	<i>MONSTER HUNTER 4 ULTIMATE</i>	2015
EA	<i>EA SPORTS FIFA 15</i>	September
Focus Home Interactive	<i>Farming Simulator 2014</i>	June 24

Nintendo Invents and Reinvents Gaming for Everyone with Imaginative New Experiences

Page 8

Publisher	Title	Release Date
Gamemill	<i>Big Hero 6</i>	Oct. 28
Little Orbit	<i>Adventure Time: The Secret of the Nameless Kingdom</i>	Nov. 18
Little Orbit	<i>Cartoon Network: Backlot Party</i>	Oct. 28
Little Orbit	<i>How to Train Your Dragon 2</i>	June 10
Little Orbit	<i>Disney Planes: Fire & Rescue</i>	Nov. 4
Little Orbit	<i>Disney Violetta: Rhythm & Music</i>	Sept. 19
Little Orbit	<i>Winx Club: Saving Alfea</i>	Sept. 23
Majesco	<i>Cooking Mama 5: Bon Appetit</i>	October
Marvelous USA (XSEED Games)	<i>Story of Seasons</i>	Winter
Natsume	<i>Harvest Moon: The Lost Valley</i>	Fall
SEGA	<i>Sonic Boom: Shattered Crystal</i>	November
Square Enix, Inc.	<i>THEATRHYTHM FINAL FANTASY CURTAIN CALL</i>	Sept. 16
Warner Bros. Interactive Entertainment	<i>Scooby Doo! & Looney Tunes Cartoon Universe: Adventure</i>	August
Warner Bros. Interactive Entertainment	<i>LEGO Ninjago: Nindroids</i>	Summer
Warner Bros. Interactive Entertainment	<i>LEGO Batman 3: Beyond Gotham</i>	Fall
Nintendo eShop on Nintendo 3DS		
ATLUS	<i>Citizens of Earth</i>	Fall
Big John Games	<i>Thorium Wars: Attack of the Skyfighter</i>	August
Capcom	<i>Phoenix Wright: Ace Attorney Trilogy</i>	Winter
Gaijin Games	<i>Woah Dave!</i>	Summer
Goodbye Galaxy Games	<i>Tappingo 2</i>	Summer
Hörberg Productions	<i>Gunman Clive 2</i>	Fall
Konami Digital Entertainment, Inc.	<i>Yu-Gi-Oh! ZEXAL World Duel Carnival</i>	September
Mojo Bones Ltd.	<i>Siesta Fiesta</i>	Summer
Nnooo	<i>Blast 'Em Bunnies</i>	Q4
Renegade Kid LLC	<i>Treasurenauts</i>	Q4
Renegade Kid LLC	<i>Moon Chronicles (ep. 2)</i>	Q3
WayForward Technologies	<i>Shantae and the Pirate's Curse</i>	Summer
Yacht Club Games	<i>Shovel Knight</i>	June 26

Nintendo made many of its announcements during the Nintendo Digital Event, which can be viewed at <http://e3.nintendo.com>. Nintendo will be delivering news throughout the run of the three-day show via a variety of methods, including [Nintendo Treehouse: Live @ E3](#), the [Super Smash Bros. Invitational](#) and Nintendo's social media channels on [Facebook](#), [Twitter](#) and [Instagram](#) (#Nintendo). For full details about Nintendo's activities at E3, visit <http://e3.nintendo.com>.

Remember that Wii U and Nintendo 3DS feature parental controls that let adults manage the content their children can access. For more information about this and other features, visit <http://www.nintendo.com/wiiu> or <http://www.nintendo.com/3ds>.

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 4.2 billion video games and more than 670 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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Note to editors: Nintendo press materials are available at <http://press.nintendo.com>, a password-protected site. To obtain a login, please contact Deanna Avila at 213-438-8742 or davila@golinharris.com. Users can receive instant Nintendo information by subscribing to the site's RSS feed.