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## **NINTENDO AND GAMESTOP GIVE *NINTENDOGS* FANS SOMETHING TO HOWL ABOUT FOR HALLOWEEN**

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***Free Virtual Gift and Message from Haylie Duff Mark Donation to ASPCA***

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REDMOND, Wash., Oct. 26, 2005 – As if Halloween weekend didn't offer enough things to scream about, Nintendo and GameStop will offer owners of the wildly popular *Nintendogs*<sup>™</sup> puppy communication program a free virtual gift. More than 3,600 GameStops across the country will play host to the *Nintendogs* Tricks and Treats Weekend event, which runs Oct. 28 through Oct. 30.

People who bring a Nintendo DS<sup>™</sup> and a copy of *Nintendogs* to a GameStop location during the weekend can receive a virtual pair of star-shaped sunglasses for their puppies to wear in the game, along with a voice greeting from *Napoleon Dynamite* star Haylie Duff. The exclusive sunglasses will be delivered using *Nintendogs*' Bark Mode, and cannot be accessed in the game any other way.

And to demonstrate that virtual dogs can help out real-life ones, Nintendo and GameStop will donate \$50,000 to the American Society for the Prevention of Cruelty to Animals.

"*Nintendogs* represents just one of the many ways that we're building communities and bringing people together through video games," said George Harrison, Nintendo of America's senior vice president of marketing and corporate communications. "Through our partnership with GameStop, we can reward our countless fans for their loyalty and enthusiasm, which have made *Nintendogs* such a phenomenon."

"We are very excited about the promotion with *Nintendogs*, the ASPCA and GameStop," says Jack Beuttell, GameStop's senior vice president of marketing. "When Nintendo launched *Nintendogs*, the product was an immediate hit, as it appealed to a broad audience. Now we have an opportunity to give back to our animal friends to help

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make sure they are well cared for. We are delighted we can give something extra to our consumers in our stores.”

“Animal shelters around the country are full of dogs of all shapes and sizes, and the process of adopting a dog is a tremendous decision that should not be taken lightly,” said Matthew Bershader, vice president of development for the ASPCA. “*Nintendogs* is a great way for people to test whether they are ready to handle the real thing. The ASPCA is grateful for the generous donation by Nintendo and GameStop.”

The *Nintendogs* events takes place just after the Oct. 24 launch of the “Best Friends” *Nintendogs* bundle, which sells at an MSRP of \$149.99. The special bundle comes with a new Teal or Pearl Pink DS and lets owners start with the six most popular breeds chosen from the three *Nintendogs* editions: Labrador retriever, golden retriever, German shepherd, beagle, Yorkshire terrier and miniature dachshund. As with the other editions, all 18 breeds are unlockable as owners progress. The bundle also includes a *Nintendogs*-branded Nintendo DS skin and a bone-shaped screen cleaner.

*Nintendogs*, Rated E for Everyone, launched in the United States on Aug. 22 and has sold more than 1.5 million units worldwide. Made exclusively for Nintendo DS, it lets owners train, care for and play with lifelike puppies. For downloads, images, video diaries and more information about *Nintendogs*, please visit [www.nintendogs.com](http://www.nintendogs.com).

**About GameStop**

GameStop is the largest Video game specialty retailer in the world with over 4300 stores and more than 3600 in the US. GameStop specializes in video games and accessories and as the most friendly, experienced and dedicated sales staff to help with selection of all your video game needs, whether for you or for a gift. The broad product selection appeals to gamers and gift givers of all age levels and abilities from the novice to the expert.

**About Nintendo**

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. Each year, hundreds of all-new titles for the best-selling Game Boy® Advance SP, Nintendo DS™ and Nintendo GameCube™ systems extend Nintendo’s vast game library and continue the tradition of delivering a rich, diverse mix of quality video games for players of all ages. Since the release of its first home video game system in 1983, Nintendo has sold more than 2 billion video games and more than 353 million hardware units globally, creating enduring

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industry icons such as Mario™ and Donkey Kong® and launching popular culture franchise phenomena such as 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, visit the company's Web site at [www.nintendo.com](http://www.nintendo.com).

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