

FOR IMMEDIATE RELEASE

CONTACT:
GOLIN HARRIS
Steve Brown
(213) 623-4200
sbrown@golinharris.com
Eileen Tanner
(509) 628-1993
etanner@golinharris.com

NINTENDO CREATES AN EASY, ACCESSIBLE VIDEO GAME NETWORK – AND IT'S FREE

On Nov. 14, Nintendo Wi-Fi Connection Ushers in New Era of Free Wireless Gaming

REDMOND, Wash., Oct. 5, 2005 – On Nov. 14, Nintendo® Wi-Fi Connection will begin a new era of easy, social gaming. For the first time, characters from the Nintendo universe will be playable online, as part of a unique wireless community, accessible inside or outside the home. Nintendo DS™ games like *Mario Kart® DS*, *Animal Crossing®: Wild World* and *Metroid® Prime Hunters* will require no additional charge for online play. Each is scheduled to launch in the coming months, along with the first third-party title using Nintendo Wi-Fi Connection, Activision's *Tony Hawk's American SK8Land*, developed by Vicarious Visions.

From home, if the user already has a Wi-Fi network, the Nintendo DS unit will connect directly to it with minimal setup procedures. Those who have a high-speed Internet connection such as cable or DSL, but no wireless network, can use the Nintendo Wi-Fi USB Connector, sold separately, that will plug into a computer USB port to create a wireless access point to connect to Nintendo Wi-Fi Connection.

Outside of the home, players will be able to connect in a variety of ways, including at thousands of free Nintendo Wi-Fi Connection hotspots nationwide. More details about these hotspots and how to connect outside of the home will be announced shortly.

Nintendo DS is just the first Nintendo system to connect via the Nintendo Wi-Fi Connection. The same service will be incorporated into Nintendo's next-generation home console, code-named Nintendo Revolution, set for release in 2006.

“Nintendo has taken the online video gaming model and rewritten the definition of community,” said Reggie Fils-Aime, Nintendo of America’s executive vice president of sales & marketing. “With easy setup and no added service fees, players far and wide will log in and play with one another as easily as if they were sitting in the same room.”

Nintendo Wi-Fi Connection will create a welcome, inviting atmosphere where video game players of all kinds can log on wirelessly and begin playing. The service will be used in different ways for different games. In *Mario Kart DS*, four players at a time can race over Nintendo Wi-Fi Connection. Racers can pick opponents from their roster of friends, match up randomly against strangers of comparable skill levels or simply choose to race against anyone in the world. *Mario Kart DS* launches Nov. 14.

People who hang out in *Animal Crossing: Wild World* can travel to other players’ towns or invite up to three other players to visit their own towns, simply by opening the town gate. The four players then can interact and play together simultaneously in one town. Players must know one another and register to their respective friend rosters before they can connect. *Animal Crossing: Wild World* is set to launch on Dec. 5.

Activision’s *Tony Hawk’s American Sk8land* will let players compete head-to-head in multiplayer games in a variety of modes. Players also can create custom skateboard art and graffiti tags, and share them with other players via Nintendo Wi-Fi Connection. The service will track global high scores and stats. *Tony Hawk’s American SK8Land* will launch on Nov. 14.

Games in development include *Metroid Prime Hunters*, slated to launch in the first quarter of 2006. Players can hook up for play with registered friends, automatch with other players based on a skill-level match or play with anyone; Nintendo Wi-Fi Connection quickly finds the best match with other players online.

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

Nintendo Creates an Easy, Accessible Video Game Network – and It's Free
Page 3

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.

#

Note to editors: Nintendo press materials are available at press.nintendo.com. Note that press.nintendo.com is a password-protected site; to receive a password, please contact Paula Adams at (213) 438-8837 or padams@golinharris.com.