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NATSUME REVEALS E3 LINEUP

All-New Harvest Moon Games, Afrika, Cheer We Go!, Among Titles to Appear At Show This Week

Burlingame, Calif., May 28, 2009 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, today announced their lineup for the Electronic Entertainment Expo (E3), which begins next week, Tuesday, June 2, and runs through Thursday, June 4. The company will be holding one-on-one meetings in booth 848 in South Hall at the show with select media representatives. The previously unannounced titles include *Cheer We Go* and *Squishy Tank* for the Nintendo DS, as well as *Afrika* for the PlayStation 3, and *Harvest Moon: My Little Shop* for Nintendo WiiWare. Other previously announced titles include *Harvest Moon: Animal Parade* and *Reel Fishing: Angler's Dream* for the Wii, *Harvest Moon: Sunshine Islands* and *Harvest Moon: Frantic Farming* for the DS, and *Adventures To Go* for the PSP. All the titles showcased will be shipping in 2009.

“We can't wait to show everyone our outstanding lineup of titles for 2009,” said Hiro Maekawa, President and CEO at Natsume. “This is our biggest lineup ever! We have something for people of all ages and tastes, no matter which gaming console or handheld is their favorite.”

Information on each title is listed below. For more information on Natsume at E3 or any of these titles, please visit www.natsume.com.

Adventures To Go (PSP)

It's adventure served your way! In this hilarious and innovative strategy RPG, players take control of Finn Courtland and his band of misfits in their quest for fame and riches. Each dungeon is randomly generated according to the player's specifications, so the game offers endless replayability and a guarantee of new surprises every time players pick it up. The grid-based battles challenge players to think strategically and make the best use of each character's abilities.

Animal Kingdom: Wildlife Expedition (Wii)

In *Animal Kingdom: Wildlife Expedition*, players take on the role of a wildlife photographer exploring the exotic and diverse wildlife of Animal Island. Each day, they'll be given new photo assignments, such as taking pictures of particular animals, an animal herd, or an animal in a particular pose. Players will see a variety of exotic wildlife on their expedition, including gazelles, gorillas, and elephants. Each animal is realistically detailed and behaves just like the real thing!

Afrika (PS3)

Explore the wildlife of Africa in this revolutionary safari game! Players will capture lifelike images of everything from lions and zebras to giraffes and cheetahs in this breathtaking PlayStation® 3 game that features photorealistic environments and animals that move and behave exactly like their real-world counterparts. Like real-life photographers, players will need to be careful if they want to take photos of the animals without disturbing them, and make the best use of their equipment in order to capture that perfect shot. The photography in the game is as meticulously modeled as the animals themselves; players will need to learn to compose their photographs with the eye of a professional photographer if they want to earn top dollar. Money can be used to purchase new licensed cameras and equipment, all of which behave just like their real-world counterparts.

Cheer We Go! (DS)

Take on the role of a cheerleader in this exciting rhythm adventure game! Use your stylus to guide your cheerleader through increasingly complex dances and cheerleading routines. The game's story mode takes players on an adventure through school as they try to work their way up to star cheerleader! Players can completely customize their character, enjoy a variety of mini-games, and may just find a little romance as they strive to become the best cheerleader in the school!

Harvest Moon: Animal Parade (Wii)

In *Harvest Moon: Animal Parade*, a divine tree which once stood in the middle of the Harvest Goddess' pond has begun to weaken, the creatures are beginning to leave the land, and the five bells have lost their power. Only the strength of the Harvest King can help revive the earth and bring the tree back to life. It's up to the player to ring the five bells, bring the Harvest King back to the island, and help revive the Goddess' tree and the land. Players will also help the ringmaster when the circus rolls into town. When the giraffe, hippo, and lion escape, players have to find them, befriend them, and bring them back to save the show! Players will find plenty of activities to experience in *Harvest Moon: Animal Parade*, including cultivating crops and caring for wild and exotic animals. Players can take their exotic pets out for walks, teach them tricks, and even ride them around town!

Harvest Moon: Frantic Farming (DS)

Something strange is happening on Sunny Island. Crops are popping up everywhere and growing out of control! If something isn't done soon, the once-tranquil island will be buried in an avalanche of vegetables! It's up to the players to solve the mystery of this produce predicament as they try to tame the crops and gather as many vegetables as they can. Set in the world of the recent DS hit *Harvest Moon: Island of Happiness*, *Harvest Moon: Frantic Farming* continues the tale of the island and its residents. Players can choose from 12 playable characters, each with their own unique story. See how the mystery unfolds from each character's perspective, and who they meet along the way. The game features a variety of modes including Story Mode, the brain-teasing Mission Mode, and the action-puzzle excitement of Score Attack and Free Play Modes. Players can test their farming skills against their friends and family in multiplayer. Players can also unlock character art, music, and some special surprises in the Collection Room.

Harvest Moon: My Little Shop (WiiWare)

Harvest Moon comes to WiiWare! You've just opened a shop in Clover Town. It's up to you to decide what items you're going to stock. Once you decide what to stock, you'll make the items in a series of fun

and exciting minigames using the Wii Remote. Can you build a bustling business that will help Clover Town prosper?

Harvest Moon: Sunshine Islands (DS)

The islands are in peril! Years ago, a powerful earthquake struck the Sunshine Islands. In *Harvest Moon: Sunshine Islands*, it's up to the player to raise the sunken islands by finding the magical Sun Stones. By finding and collecting the Sun Stones, and using them to unlock the islands, wild animals and crops, players can bring peace and prosperity to the Sunshine Islands and prevent such a disaster from ever striking again. *Harvest Moon: Sunshine Islands* continues the story of *Harvest Moon: Island of Happiness*. Players will encounter all of the beloved characters from that game, as well as a number of new characters. Players will grow and harvest crops, care for animals, mine, fish, and compete in festival events in their quest to restore the Sunshine Islands to their former glory. With a little luck, they may even find true love and start a family along the way.

Reel Fishing: Angler's Dream (Wii)

Reel Fishing: Angler's Dream brings the most true-to-life fishing experience yet to the Nintendo Wii! Featuring a magnificent 3D fishing engine, lifelike fish, and soothing environmental sounds, *Reel Fishing: Angler's Dream* puts players on the banks of pristine lakes, raging rivers, and tropical oceans filled with the biggest, fiercest fish around. Players will be able to keep their best catches in aquariums, grow them, and then release back into the wild for an even bigger challenge. Get expert advice from the wise Fishing Master and learn how to fish like a pro. With a variety of realistic stages, tons of fresh and saltwater fish, and over 100 pieces of tackle, players can really make their fishing experience their own. Special Boss Fish will challenge even the most veteran anglers. Players can also take a more competitive approach to fishing with Versus Mode and compete with 1-4 other players. Players can try their hand at lure, bait, and fly fishing, using the Wii™ Remote as a rod, and the Nunchuk™ as a reel. With all the sights, sounds, and action of real fishing, *Reel Fishing: Angler's Dream* is the closest you can get to the real-life fishing without putting on your waders!

Squishy Tank (DS)

Squishy Tank is a fun-filled puzzle adventure game! The gameplay challenges players to quickly match and destroy tiles before they run out of time. Wacky items and powerups keep the action fresh and exciting. The game also features a story mode that's sure to charm players of all ages with its whimsical characters and dialog.

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For more information on any of these titles, please visit www.natsume.com.

About Natsume

Natsume Inc. is a worldwide developer and publisher that specialize in unique and family-oriented interactive entertainment software for a variety of platforms. Most known for publishing *Reel Fishing* and *Harvest Moon*, Natsume is dedicated to producing quality video games. For more information about Natsume Inc., visit www.natsume.com

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