



NATSUME®

Serious Fun®

**IT'S A JUNGLE OUT THERE AS NATSUME PREPARES TO BRING
ANIMAL KINGDOM: WILDLIFE EXPEDITION TO THE WII™
THIS SUMMER**

Safari Adventure Game Will Deliver Fun for Players of All Ages!

Burlingame, Calif., May 7, 2009 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that *Animal Kingdom: Wildlife Expedition* will be released for the Nintendo Wii™ later this summer. The game will be one of many titles showcased in Natsume's booth in June at the Electronic Entertainment Expo (E3).

"*Animal Kingdom: Wildlife Expedition* is the perfect addition to our upcoming summer lineup," said Hiro Maekawa, President and CEO at Natsume. "Playing this game, you'll feel like you're really on a photo safari. It's a wonderful way to observe and learn about wildlife."

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 tasked with completing specific assignments, such as taking pictures of particular animals, groups of animals, or animals engaged in certain actions. 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!

Animal Kingdom: Wildlife Expedition boasts a diverse collection of environments. Players will explore savanna, jungle, desert, waterfall, and lake areas in their quest to capture the perfect picture. They'll learn to watch each environment carefully for signs that will lead them to the animals.

Animal Kingdom: Wildlife Expedition will be a wild adventure the whole family can enjoy when it ships to retail this summer. For more information, 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

Media Contacts:

Tina Casalino
Clever Communications
(408) 266-1934
tina@clevercomm.com

Graham Markay
Natsume Inc.
(650) 692-1941
graham@natsume.com