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HARVEST MOON ISLAND OF HAPPINESS FOR NINTENDO DS™ GOES GOLD

Fans of Popular Series Don't Have Long to Wait As the Most Robust Portable Harvest Moon Experience Ever Heads to Manufacturing

Burlingame, Calif., August 13, 2008 – Natsume, a worldwide developer and publisher of family-oriented video games, announced today that *Harvest Moon: Island of Happiness* for the Nintendo DS has gone to gold master. When the title ships on August 26th, its launch will kick off the ten-year anniversary for the franchise. The anniversary celebration will include various retail promotions with special collectible pre-order items, a 10th anniversary DS Lite Kit, strategy guides and more.

“To have such a remarkable following and support for the *Harvest Moon* series is wonderful, and we think fans will be very pleased with this new handheld addition,” said Hiro Maekawa, President and CEO of Natsume. “Island of Happiness stays true to the elements of the series that fans love, and will provide players an exciting Harvest Moon universe that will continue to elevate the series to new heights.”

Harvest Moon: Island of Happiness (DS)

Harvest Moon: Island of Happiness brings the largest portable *Harvest Moon* experience ever to the Nintendo DS.

Starting off with an abandoned farm, a handful of seeds, and the determination to start a new life, it's up to the player to develop a mysterious, abandoned island into a bustling tropical paradise. By harvesting crops, raising animals, and mining for precious gems, gamers will help the island grow into a vibrant town filled with people, businesses, and eligible bachelors and bachelorettes. Players can take on the role of a male or a female, and choose who they want to fall in love and start a family with. Gamers can also test their farming skills against each other and compete for prizes via the Nintendo Wi-Fi Connection.

Harvest Moon: Island of Happiness will ship on August 26th, 2008 and will retail for \$29.99. Players who pre-order the game through select retailers will receive a free chicken plush.

Harvest Moon: Island of Happiness is rated E for everyone by the entertainment software rating board (ESRB).

For more information on *Harvest Moon: Island of Happiness*, please visit www.natsume.com or <http://www.clevercomm.com/Natsume/>

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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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