



For *Afrika* assets, visit: <http://www.clevercomm.com/Natsume/>

NATSUME ANNOUNCES *AFRIKA*TM FOR PLAYSTATION®3 NOW AVAILABLE

Highly-Anticipated Title Puts Players In Role Of Freelance Photographer In Safari Experience Of A Lifetime

Burlingame, Calif., October 6, 2009 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, today announced that *Afrika* for the PLAYSTATION®3 computer entertainment system can now be snapped up at retail. *Afrika*, Natsume's first title for the PLAYSTATION®3, is a wildlife photography adventure set in a lush, unexplored region of Africa. The game will be available at an MSRP of \$49.99 and is rated E for Everyone by the ESRB.

"We are very excited about *Afrika*'s release today. We know many PlayStation®3 owners out there have been itching to get their hands on the game," said Hiro Maekawa, President and CEO of Natsume. "It was a real pleasure to work with Sony Computer Entertainment Worldwide Studios in bringing this title to North America."

In *Afrika*, players step into the role of a freelance photographer exploring a brand new African wildlife conservation area. They'll document the wildlife and photograph incredible sights such as a titanic clash between hippopotamuses, a pride of lions watching over its playful cubs, and a cheetah's lightning-fast chase as it runs down its prey! All of the game's animals and environments are rendered in photorealistic detail with animals that move, behave, and interact with each other just like their real-world counterparts. Produced in cooperation with National Geographic, *Afrika* features a wealth of information about each of its animals, including footage and photographs from the magazine.

The photography in the game is as meticulously modeled as the animals themselves; players will need to learn from the game's innovative photo grading system and compose their photographs with the eye of a professional photographer if they want to earn top dollar. The money they earn can be used to purchase new licensed lenses, cameras, and safari equipment. If players are good enough, they just might find their photograph on the cover of National Geographic!

With more than 70 animals to find, over 100 missions to complete, and endless replayability, *Afrika* offers the safari experience of a lifetime!

For more information, please visit www.natsume.com.

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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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