



## **HARVEST MOON: A NEW BEGINNING GOES GOLD**

*Popular Demand Creates Early End Date For Anniversary Edition Pre-Orders*

**Burlingame, CA. – October 17, 2012** – Natsume Inc., a worldwide developer and publisher of family-oriented video games, is pleased to announce their upcoming title *Harvest Moon: A New Beginning* has gone gold and will be available starting November 6<sup>th</sup>, 2012. Due to overwhelming demand, Natsume has also announced that pre-orders from the Natsume Online Store (<http://natsume.com/store/index.html>) for the *Harvest Moon: A New Beginning Anniversary Edition* will end October 23<sup>rd</sup>. The 3DS-exclusive title has had a rabid fan following as the first *Harvest Moon* title made specifically for the Nintendo 3DS handheld. Natsume continues to celebrate *Harvest Moon's* 15<sup>th</sup> anniversary in North America, so if you're not already a *Harvest Moon* fan, you soon will be!

"We've seen an unprecedented interest in our 15th Anniversary Edition with the premium cow plush, and pre-orders will be ending shortly," said Hiro Maekawa, President and CEO at Natsume. "*Harvest Moon: A New Beginning* is truly a new beginning for the series, and we're proud to celebrate it with fans!"

Fans have five days left to pre-order from the Natsume Online Store to get their game on November 6<sup>th</sup>! Pre-ordering *Harvest Moon: A New Beginning* will net players the adorable yak plush – one of two new animals found in *ANB*, and, for the ultimate fan is the *Harvest Moon: A New Beginning 15th Anniversary Edition*, which includes both the game and the coveted 12" premium cow plush. Pre-orders for the 15th Anniversary Edition end October 23<sup>rd</sup>, and are available exclusively at the Natsume Online Store: <http://natsume.com/store/index.html>

Natsume has been celebrating the 15<sup>th</sup> *Harvest Moon* anniversary by releasing numerous classic titles digitally, as part of their E3 promise to bring more games to users who want a downloadable alternative. 2012 has seen the release of *Harvest Moon: Boy and Girl*, *Innocent Life: A Futuristic Harvest Moon*, and *Harvest Moon: Hero of Leaf Valley* on the PlayStation Vita. September was a huge month for the PS3, seeing PSN releases of *Harvest Moon: A Wonderful Life SE* and *Innocent Life: A Futuristic Harvest Moon SE*.

Players can follow all the news for all of the beloved Natsume franchises at [www.natsume.com](http://www.natsume.com), or by scooping all of the latest Natsume updates, contests, screen shots and more via [www.natsume.com/facebook](http://www.natsume.com/facebook) and [www.twitter.com/natsume\\_inc](http://www.twitter.com/natsume_inc).

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## About Natsume

Natsume Inc. is a worldwide developer and publisher that specializes 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](http://www.natsume.com)

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