



NATSUME LAUNCHES *REEL FISHING OCEAN CHALLENGE* FOR WiiWARE TODAY

***Get Out Your Waders And Experience This High-Quality Fishing Simulation Game For
Only 500 Wii Points!***

Burlingame, CA. – October 18, 2012 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today it has launched *Reel Fishing Ocean Challenge* on WiiWare. The popular Reel Fishing franchise is known for delivering the most thrilling and true-to-life fishing experience, and *Reel Fishing Ocean Challenge* is no exception. The game is available beginning today from the Wii Shop Channel for 500 Wii Points.

"The Reel Fishing series is one of our longest running franchises, and one of the most successful fishing sims on the market today," said Hiro Maekawa, President and CEO at Natsume. "*Reel Fishing Ocean Challenge* gives players tons to tackle with its exotic fishing locales and variety of fish. It's guaranteed to bring a true-to-life fishing experience every time!"

Reel Fishing Ocean Challenge is a thrilling fishing experience for novices and master anglers alike! The game's beautiful graphics, ocean setting, and controls bring this action-packed fishing experience to life. Each fish looks and moves so much like the real thing, it's the closest you can get to real-life fishing without putting on your waders! This time, players will travel to the ocean in this smash-hit fishing game series with 20 types of salt-water fish to catch and more than 40 missions. Every fishing enthusiast will want to reel this title in!

Reel Fishing Ocean Challenge is now available at the Wii Shop Channel for 500 Wii Points. The game is rated E for Everyone by the Entertainment Software Rating Board (ESRB).

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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