



HARVEST MOON: A NEW BEGINNING GOES DIGITAL

Farming Fun Is Now Available On the Nintendo 3DS eShop!

Burlingame, CA. – December 6, 2012 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today the digital launch of their 3DS-exclusive **Harvest Moon: A New Beginning**, available now on the Nintendo eShop. This is the first Natsume title to appear on the eShop, and more are planned in the future. The game is available for \$39.99.

"At this year's E3, we spoke passionately about our desire to move Natsume into the digital world, and we're making good on that promise today with our first Nintendo eShop title!" said Hiro Maekawa, President and CEO at Natsume. "We hope to bring several classic Natsume titles to our Nintendo fans soon as well, including Harvest Moon GBC and River King GBC, so Harvest Moon: A New Beginning is *truly* just the beginning!"

Echo Village has seen better days... Just as you've moved in, almost everyone else has moved away to greener pastures. It's your job to bring everybody back by making the town appealing again, and giving Echo Village a new beginning!

For the first time in series history, you can completely customize your character's appearance! Choose your character's gender, skin color, facial expression, hairstyle, and much, much more! You can even go to the tailor and have them make new outfits for you! Don't like where your crops and barn are on your farm? Easy! Just pick them up and move them.

Prefer a boxed copy? Fans who want to snag an adorable yak plushie with purchase of Harvest Moon: A New Beginning can still do so via the Natsume Online Store at <http://natsume.com/store/>. Keep watching through the rest of the year for some special holiday promotions for the whole family!

Players can scope out all the news for the beloved Natsume franchises at www.natsume.com, or by following all of the latest Natsume updates, contests, screen shots and more via www.natsume.com/facebook and 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

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