



NATSUME'S HOMETOWN STORY AVAILABLE FOR PLAY AT E3

First Opportunity To Play This Exciting New 3DS Title

Burlingame, CA. – May 29, 2013 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, will have available to play for the first time the upcoming 3DS title Hometown Story during the upcoming E3 Expo. Announced during E3 2012 as "Codename: Project Happiness," Hometown Story is a different kind of video game, developed by the father of the Harvest Moon series with his team at TOYBOX. Natsume will be bringing Hometown Story to excited fans in North America, with Rising Star Games publishing the title in Europe.

"We're very pleased to have a playable version of our new IP, Hometown Story, at this year's E3," said Hiro Maekawa, President and CEO at Natsume. "We've been able to see the exciting development process of this game during the past year, and are now extremely happy with the chance to share the game with everyone!"

Developed by Yasuhiro Wada, the "Father of Harvest Moon," and his studio TOYBOX in Tokyo, Japan, Hometown Story takes players to a new fantastic world filled with color and hope. With music composed by Nobuo Uematsu, famous for his beautiful compositions for the Final Fantasy series, and character designs by Atsuko Nishida, the designer behind Pikachu and numerous other Pokémon, Hometown Story has a powerhouse team with massive creativity between them that creates a unique setting that players will be able to experience for the first time during next month's show.

The recent passing of your grandmother and the shop you inherited has brought you back to your hometown. However, the shop has become run down, and no one wants to even window shop there anymore. Can you turn the shop around and even expand it, or is it destined to stay in the red forever?

You won't have to go it alone, though. You'll get help from a magical sprite name Pochica, who will help you get the store back up and running, and introduce you to all of the unique characters who reside in the town. The villagers will all change and grow throughout the game, and that person who you thought might be up to no good when you first met them just might have a heart of gold! You'll never know what to expect in Hometown Story!

Natsume will also have available for play several Nintendo 3DS eShop titles, including classics such as River King GBC and Harvest Moon GBC, along with 3DS download titles such as Gabrielle's Ghostly Groove Mini and Reel Fishing Paradise Mini, and full retail digital download titles such as Harvest Moon: A New Beginning in the South Hall Booth 515.

Players can follow the latest news for all of the beloved Natsume franchises including plenty of exciting news leading up to E3 at www.natsume.com, and by scooping all of the latest Natsume updates, contests, screen shots and more at 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 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

About TOYBOX

TOYBOX Inc. is a Japanese video games publisher and developer founded by Yasuhiro Wada and Tomio Kanazawa. Established in 2011, TOYBOX plans to deliver creative and unique gaming experiences to the entire world! For more information please visit www.toybox-games.jp

About Rising Star Games

Rising Star Games Limited is a European video games publisher for Nintendo 3DS™, Nintendo DS™, Microsoft Xbox 360® and Wii™, Sony PlayStation3® and PSP™. Rising Star Games has published close to 100 games with a schedule of exciting releases for 2012 and 2013.

For more information please visit www.risingstargames.com

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