



**NATSUME BRINGS YOU FISHING LIKE YOU'VE NEVER
SEEN IT BEFORE IN *REEL FISHING PARADISE 3D!***

The Popular Fishing Series Comes to Nintendo 3DS™ This Spring

Burlingame, CA, February 17, 2011 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today *Reel Fishing Paradise 3D* for the Nintendo 3DS™. The game will be available this spring is not yet rated by the ESRB.

"We're thrilled to be bringing the best-selling fishing series into the third dimension," said Hiro Maekawa, President and CEO at Natsume. "With environments that boast stunning depth and fish that leap off the screen at you, *Reel Fishing Paradise 3D* is a fishing experience like nothing you've ever seen before!"

In *Reel Fishing Paradise 3D*, players will travel to over a dozen stunning fishing locales in their quest to become master anglers. They'll fish tranquil lakes, rocky coasts, flooded forests, and more, all rendered in eye-popping 3D that brings every leaping fish and splash of water to life. A huge variety of fish will test the expertise of even the most seasoned fishing veterans, from wily largemouth bass to powerful bluefin tuna. Players can mix-and-match rods, reels, lines, lures or bait to create their own personalized tackle box -- collecting rare items is both advantageous and addictive, with tons of gear to discover and use. With so much to see and do, *Reel Fishing Paradise 3D* is a game guaranteed to draw players into its depths!

For more information on *Reel Fishing Paradise 3D*, please visit www.natsume.com. You can also follow all of the latest Natsume news 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 specializing 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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