



Serious Fun[®]

NATSUME HOOKS PLAYERS WITH THE LAUNCH OF REEL FISHING PARADISE 3D FOR NINTENDO 3DS™

Experience Fishing in 3D Anywhere You Go!

Burlingame, CA, June 28, 2011 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that *Reel Fishing Paradise 3D* for the Nintendo 3DS™ is now available at retail for an MSRP of \$29.99 and is rated E for Everyone by the ESRB.

"*Reel Fishing Paradise 3D* lets you immerse yourself in a fantastic 3D experience unlike anything you've seen before!" said Hiro Maekawa, President and CEO at Natsume. "Featuring beautiful locations and a huge variety of fish and tackle, *Reel Fishing Paradise 3D* is the dream fishing vacation you can take with you wherever you go!"

Reel Fishing Paradise 3D takes players to 15 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 choose from more than 100 pieces of tackle and three styles of fishing: lure, fly, and bait. With so much to see and do, *Reel Fishing Paradise 3D* is a game that will have players hooked!

For more information on *Reel Fishing Paradise 3D* for the Nintendo 3DS™, please visit www.natsume.com. You can also follow all of the latest Natsume news at www.natsume.com/facebook, www.twitter.com/natsume_inc, and <http://www.youtube.com/user/NatsumeUSA>.

###

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

Media Contacts:

Tina Casalino
Clever Communications

(408) 266-1934
tina@clevercomm.com

or

Graham Markay
Natsume Inc.
(650) 692-1941
graham@natsume.com