



## **IT'S A NEW BEGINNING: *HARVEST MOON: A NEW BEGINNING* FOR NINTENDO 3DS™ IS COMING TO NORTH AMERICA THIS YEAR**

*Customization Is King As Natsume Celebrates 15 Years of Harvest Moon*

**Burlingame, CA. – May 29, 2012** – Natsume Inc., a worldwide developer and publisher of family-oriented video games, is proud to announce that *Harvest Moon: A New Beginning* will be coming to North America this year, a year which also marks the 15<sup>th</sup> Anniversary of the Harvest Moon series in North America!

"We're extremely excited to be bringing *Harvest Moon: A New Beginning* to the North American audience," said Hiro Maekawa, President and CEO at Natsume. "It's hard to believe it's been 15 years since the first Harvest Moon game debuted on the SNES back in 1997! *A New Beginning* has many new features that will please both veterans of the series and new players alike!"

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!

### **Customization is King**

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! Yes, it's really that easy to customize your farm in *Harvest Moon: A New Beginning*!

In addition to the ability to customize your character's and farm's appearance, you can also create tons of new additions for your farm, house, and Echo Village! Build park benches and topiary for the local citizens, a pet house for your farm, and exotic wallpaper and furniture for your house! *A New Beginning* features new animals like llamas and yaks, new crops to harvest, and new characters to meet and woo!

Natsume is celebrating the 15th Anniversary of the Harvest Moon franchise at E3 and the rest of the year. They can be found in the South Hall in booth 515.

Players can follow all the news for all of the beloved Natsume franchises via [www.natsume.com](http://www.natsume.com), or by scooping all of the latest Natsume news at [www.natsume.com/facebook](http://www.natsume.com/facebook) and [www.twitter.com/natsume\\_inc](http://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](http://www.natsume.com)

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