



CODENAME: PROJECT HAPPINESS UNVEILED

Natsume Inc., TOYBOX, and Rising Star Games Go For Global Happiness With New IP

Burlingame, CA. – May 31, 2012 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today a partnership between Natsume, TOYBOX, and Rising Star Games to bring a new type of game to a global audience: Project Happiness (Working title; the final name of the title will be revealed at a later date). Natsume will be bringing this novel title to audiences in the Americas, with Rising Star Games publishing the title in Europe. The title is being developed by Yasuhiro Wada, the "Father of Harvest Moon," and his studio, TOYBOX in Tokyo, Japan. More information about the exciting new IP from Yasuhiro Wada will be revealed during E3 2012, taking place June 5th - 7th in Los Angeles.

"Project Happiness is the culmination of Wada-san's many years of creating fun and wholesome gaming entertainment, and we're incredibly excited to be working alongside TOYBOX and Rising Star Games throughout this project," said Hiro Maekawa, President and CEO of Natsume. "As more details are revealed throughout the year, players will begin to understand why we think Project Happiness will be the next major IP and fan favorite for Natsume."

Filled with adventure, discovery, and wonder, Project Happiness will warm the hearts of gamers both young and old! It's an experience that will fill you with motivation and magical memories!

"Project Happiness is an IP that is very close to my heart, and stems from years of working on other great titles like the Harvest Moon series," said Yasuhiro Wada, CEO of TOYBOX. "Project Happiness is not only meant to be a fun game experience, but I also want it to help expand the player's view of the world, and make them ponder what their life means to them. From the very beginning of the idea of this product, we knew that to help bring its true vision to light, we wanted to partner with quality publishers who share our values like Natsume and Rising Star Games."

"Rising Star Games considers itself privileged to work together on the wonderful new IP Project Happiness with our friends at TOYBOX and Natsume," said Martin Defries, Managing Director & COO of Rising Star Games. "Our previous collaborations to bring great games to Rising Star Games European audience has been a highlight of our game release history. The shared goal of all of us is to bring compelling entertainment to gamers, Wada-san and TOYBOX have an unquestioned skill in doing that."

Yasuhiro Wada and Natsume will host behind-closed doors meetings to reveal the first details of Project Happiness at E3 where Natsume will host a booth in the South Hall, booth 515. As the Project peels back its secretive curtains, players can find all the latest information via Natsume 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 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

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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