



## **NATSUME ONLINE STORE SUMMER BLOWOUT BEGINS TODAY**

*Numerous Discounts, Two New Titles, Plus Free Harvest Moon Tote Bags!*

Burlingame, CA. - July 25, 2012 -Natsume Inc., a worldwide developer and publisher of family-oriented video games, today launched a selection expansion and huge promotion for their online store at <http://natsume.com/store/index.html> -- which includes a special 15th Anniversary Harvest Moon series item absolutely free with purchase!

"We've added two fan-requested titles to the store, and discounted some of our best sellers." said Hiro Maekawa, President and CEO of Natsume. "We're also giving Harvest Moon fans a way to get our exclusive E3 2012 tote bag, featuring the 15<sup>th</sup> anniversary Harvest Moon logo."

Price changes are effective immediately and are available exclusively at the Natsume Online Store. (<http://natsume.com/store/index.html>) All prices listed are USD.

### **3DS**

Gabrielle's Ghostly Groove 3D – now \$29.99

Harvest Moon: The Tale of Two Towns – now \$29.99

### **DS**

Harvest Moon: The Tale of Two Towns – now \$19.99

### **Wii**

Rune Factory: Tides of Destiny – now \$19.99

### **PS3**

Rune Factory: Tides of Destiny – now \$29.99

Natsume is also adding two new titles to the store! Joining the Wii lineup is Animal Kingdom: Wildlife Expedition, sale priced at \$19.99, and Adventures To Go!, a rocking PSP title that mixes dungeon crawling with tactical RPG action, also sale priced at \$19.99.

The Online Store is also celebrating a huge year of Harvest Moon with the newest store promotion: Purchase ANY Harvest Moon game (including Rune Factory) from the Natsume Online Store between July 25<sup>th</sup> and August 10<sup>th</sup>, and receive the highly coveted 15<sup>th</sup> Anniversary Harvest Moon Tote Bag, distributed in limited quantities during the E3 2012 show. Supplies are very limited on this special gift, so be sure to place an order before they're all claimed!

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).