



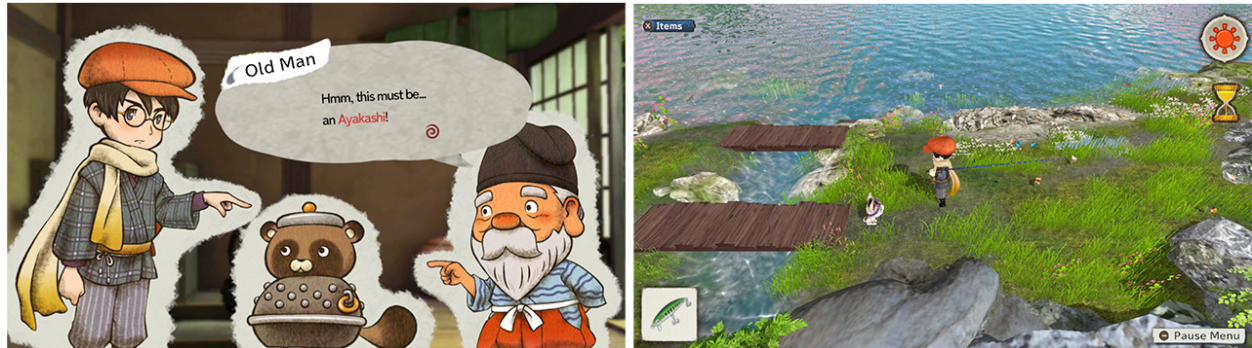
NATSUME INC. TO BRING AYAKASHI FISHING FOLKTAILS TO THE AMERICAS & EUROPE

*This Cozy, Authentic, and Supernatural Japanese Fishing Experience
Comes to the Americas & Europe on Nintendo Switch and Switch 2 in Mid-
2027!*

Burlingame, CA. – October 28, 2026 – [Natsume Inc.](https://natsume.com), a worldwide developer and publisher of family-oriented video games, is excited to announce that it has partnered with Imagineer Co., Ltd. and developer TOYBOX Inc., to bring **AYAKASHI Fishing Folktales** (known as ぼくと釣り日記 in Japan) to Nintendo Switch and Switch 2 in the Americas and Europe in mid-2027. Developed by TOYBOX Inc., (led by *Harvest Moon* creator **Yasuhiro Wada**), the game is a cozy yet intense realistic fishing experience mixed with the supernatural and features scenic Japanese landscapes, over 100 fish varieties, fishing tackle and bait with unique properties, and more!

In **AYAKASHI Fishing Folktales**, you play as a young man who goes on a freshwater fishing adventure alongside a motley crew of supernatural companions (*Ayakashi*) after a mysterious dream. Your goal is to lift a color-draining curse from the world by catching the Cursed Lords of the various river and lakes, and also by helping the Ayakashi spirits with their problems! The game features over 100 species of both familiar real-life fish and original outrageous monster fish! You'll need to study fish habitats, research your targets in your Fish Encyclopedia, and select the right gear, bait, and timing (such as fishing at night or in the rain!). The game combines exploring finding fish with active rod-handling mechanics!

“We are excited to partner with Imagineer and Toybox for the opportunity to bring **AYAKASHI Fishing Folktales** to the West,” said Hiro Maekawa, President and CEO of Natsume Inc. “With its immersive fishing mechanics, beautiful Japanese settings, and engaging story rooted in Japanese folklore, the game offers a unique experience for players looking for something both relaxing and engaging. We look forward to introducing players to this unique fishing adventure in 2027!”



Key Features:

A Full-Fledged Fishing Game That Tests Your Strategy! - Enjoy exciting, immersive fishing through exploration to find where fish are hiding and exciting rod action to reel them in! Choose the right fishing gear and explore! What's lurking beneath the water? A tigerfish? Or a literal **Half-Tigerfish**?! From supernatural fish based on Japanese folklore to the bizarre, what you catch next will surely be a surprise!

Gather information and search for fish! - Enjoy the thrill of the fight with exciting action fishing!



Master your strategy by moving your rod in time with the fish's energy - Once you hook a fish, use what you've learned from your Ayakashi buddies to reel it in!



Fishing Gear - In addition to floats and lures, you can also fish using a unique stream fishing rod! No reeling required!

Fish Species - Over 100 species of fish! Land lunkers to earn Gold Medals!

Fishing Locations - Eight rivers, lakes, and ponds await you!

A Story Connected Through Fishing - One day, a young man has a mysterious dream. Through an unexpected turn of events, he embarks on an adventure to break the curse placed upon the world. Alongside his mysterious Ayakashi companions, he sets out to restore the colors that have been lost by catching the Cursed Lords of the rivers and lakes!

Stay tuned for more information in the coming months.



About Natsume Inc.

Natsume Inc. is a worldwide developer and publisher that specialize 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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