NINTENDO NEWS

WHAT'S NEW
WHAT'S HOT

ULTRA 64 (Now NINTENDO 64) Coming September '96

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If you had to guess how the 4 categories of the $3.8 billion video game market would end up for 1995...what would be your guess? Look at the numbers shown below...surprise, surprise–BUT Nintendo wasn't surprised!

"They" said the 16-bit market was dead... when, in **REALITY**, it came in at 63.2%!

"They" said to forget the handheld market... when, in **REALITY**, it came in only 3% behind New Technology!!!

"They" said that 32-bit would rule... when, in **REALITY**, all of the New Technology put together just wasn't up to the hype.

Then look at "Other"...really, the NES (which everyone said was dead and buried). In **REALITY**, the NES sold more than 3DO and Jaguar combined... or more than the individual sales of 32X, 3DO OR Jaguar!

Nintendo's innovative titles such as Donkey Kong Country and Killer Instinct keep consumer demand high for 16-bit games and systems. Games ARE important! We have the same consumers with the same request:

Gimme the Games!



Nintendo Leads the Way

INSIDE

Consumer Service Update p.4
• Power Line
• Call & Correspondence Summary
Game Boy p.3
• Tetris Blast, Killer Instinct
Ken Griffey, Jr p.2
Marketing Calendar p.4
Nintendo Power p.4
• Blockbuster Players Guides
Phone Numbers p.4
Super NES p.3
• Donkey Kong Country 2, Yoshi's Island, Mortal Kombat III, Killer Instinct, Chrono Trigger
Ultra 64 p.4
• Jaw-Dropping Software
Virtual Boy p.2
• Nester's Funky Bowling, Waterworld, Golf

Ken Griffey Is Back

And ACM Graphics Make Him 3D!

Ken Griffey Jr. Winning Run

As announced last summer, Ken Griffey, Jr., one of America's favorite baseball players, has signed an exclusive multi-year agreement to act as a Corporate spokesperson and game development advisor for Nintendo.

"...If we can get an infielder to dive a couple of rows into the stands to try to make a catch, and then pop out, the other players should get pumped up too, just like we do!"

Coming 1st Half '95!

ACM GRAPHICS

COOL FEATURES:

★ Rendered Graphics! Actual stadiums (Ironman, Jacobs, Camden, The Ballpark, Kingdome). Griffey's motion-captured swing.

★ Trading! Every player has a value rating. Can trade players within same value range.

★ Stats! Both current stats, end-game box scores and season stats.

GAMEPLAY:

★ Challenge Mode: Select a team and play all 27 other teams, starting with the Last.

★ World Series Mode: Plays like actual series format, even down to the DH rule.

★ All Star Mode: Will have home run derby as well as game.

★ League Mode: You and 7 friends can select teams and play the 1995 MLB schedule. Complete with mid-season break, All-Star game and playoffs. Saves stars for "league leaders", as well as trades.

NIKE Promo!

- Collector Card
- Premium order form (packed with game in instruction manual)
- Griffey-related premiums:
  - Wrist Band
  - Cap
  - Poster
  - $10 discount to members of Ken Griffey Jr Fan Club

Other Sports Games:

Super NES: PGA Tour '96 (See Jan. Power Magazine for 8 pages of in-depth coverage); 2 new fishing games: Jimmy Houston's Bass Tournament USA from American Sammy, and Bass Hunter: The Fishing Master from Natsume. Game Boy: Frank Thomas Big Hurt Baseball from Acclaim (See Jan. Power Magazine for 4 pages of detailed coverage).

1996 Business Plan:

- Super NES Software – MORE Hot Titles!
- Nintendo 64 Launch – Biggest Ever!
- Virtual Boy – More Dynamic New Games!
- Game Boy – More Portable Games!

DONKEY KONG COUNTRY 2 DIDDY'S KONG QUEST

DKC2 will be in Super NES Interactive!

It's Back And Better Than Ever!

ON TV

DKC2 Marketing Supports Plan

- TV – $3.7 million rolling out February and March in a national TV blitz!
- POP – Posters, counter cards, banners and more to liven up the stores!

- Improved graphics software package
- 16-bit game with graphics and playability that are comparable to our competitors' 32-bit system.

ACM GRAPHICS

Nintendo Sells One Billionth Game!

(From Video Store Magazine)

Nintendo has sold one billion video games worldwide since the release of the first Super Mario game in the early '80s — 44% sold in Japan, 42% in North America, and 14% in other parts of the world.

SUPER NINTENDO ENTERTAINMENT SYSTEM

ACM GRAPHICS

GAME BOY

Killer Is In GB Interactive!

VIRTUAL BOY

Wario Land is in VB Interactive!

ON TV

PROMOS

- Blockbuster
- PEPSI
- Duracell
- Super Game Boy

Through March 1996

Coming from Nintendo in 1996: Increased Customer Service, Stronger Advertising, Better Promotions, Nintendo On-Line, Broader Media & Gaming Magazine Support!!

NINTENDO 64



"Industry Analysts expect Nintendo 64 to be a mega hit and create record profits next year with its reasonable price, strong computing power, special effects capabilities, and quality software."

"Jaw dropping" software

(expected to be out for the Nintendo 64):

- Super Mario 64
- PilotWings 64
- Super Mario Kart
- Star Fox 64
- Kirby Bowl 64
- Wave Race 64
- Buggie-Boogie
- Blastdozer
- Star Wars: Shadows of the Empire
- Goldeneye 007
- Body Harvest
- Creator
- The Legend of Zelda
- FIFA Soccer

From the Shoshinkai, Japan trade show— Expectations were extremely high... but the games actually exceeded those expectations. Super Mario 64 will define the next generation of games. "...the most impressive moves came from the use of the...360° analog Control Stick!" See the January Power magazine for MORE on the Show!"



NINTENDO 64

CONSUMER UPDATE SERVICE

POWER LINE (206-885-7529)

The Power Line team developed a new application, the "Power Line News," that provides the latest information about our products in an exciting format that's fun to listen to and easy for our consumers to use. This new application proved to be extremely useful in providing consumers with information about the recent Shoshinkai trade show in Japan. In fact, 3,277 callers listened to the "Power Line News" in the 3 days following the show.

TRIVIA: Power Line has already received 2.2 million calls!

CALL & CORRESPONDENCE SUMMARY

Consumer Service (800 Line)

Handled by Reps	225,880
Automated Response	56,880

Game Play

Handled by Reps	100,998
Automated Response	219,788
Total Calls Handled	603,536
Letters Answered	7,868

TOP 3 GAMES ON CALL BOARD

1. BREATH OF FIRE
2. LEGEND OF ZELDA: A LINK TO THE PAST
3. DONKEY KONG COUNTRY 2

NINTENDO POWER

JANUARY ISSUE:

NINTENDO HAS JUST RELEASED THREE BLOCKBUSTER PLAYERS GUIDES!

They are in the top 4 most ordered products from the current Power Supply Catalog. Demand is hotly fueled for these guides by their uniqueness and, of course, from their respective game's popularity. From a reasonable price-point to the accuracy of content, gamers know they can count on Nintendo Player's Guides.

★Keep up to date by reading Power Magazine and your Nintendo News to INCREASE SALES by supplying your customers with the information they want!

For more information about hot Nintendo products, log onto Nintendo's World Wide Web site on the Internet (HTTP://WWW.NINTENDO.COM) or Nintendo Power Source on America Online (Keyword: Nintendo).

GET INTO THE GAME WITH SUPPORT FROM Nintendo



GAME PLAY HELP!

EXPERT CUSTOMER SERVICE
1-800-255-3700
MON-SAT: 6 AM - 9 PM
SUNDAY: 6 AM - 7 PM

GAME COUNSELOR PERSON TO PERSON
1-900-288-0707
95¢ PER MIN. UNDER 18 MUST HAVE PARENTAL PERMISSION.
MON-SAT: 6 AM - 9 PM
SUNDAY: 6 AM - 7 PM

NINTENDO POWER
1-800-255-3700
THE ONLY INSIDE SOURCE FOR ALL NINTENDO GAMES!

24 HOUR HOT TITLE RECORDED GAME INFO LINE
1-206-885-7529
24 HRS PER DAY, 7 DAYS A WEEK

FOR DISPLAY REPAIR
1-800-875-1852
7 DAYS A WEEK 6AM - 6:30 PM (PACIFIC TIME)

MARKETING CALENDAR

Updated Continuously! (TV schedule, except where noted.)

	FEBRUARY	MARCH	APRIL
SUPER NES ADVERTISING			
GAME BOY ADVERTISING			
VIRTUAL BOY		BLOCKBUSTER PROMOTION	
		DURACELL BATTERY OFFER	
PRINT			
PROMOTIONS			

DONKEY KONG COUNTRY 2 DIDDY'S KONG QUEST

SUPER MARIO WORLD 2 YOSHI'S ISLAND

Super GAME BOY

KI COUPONS

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