

# NINTENDO NEWS

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%!

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!**

"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 300 and Jaguar combined... or more than the individual sales of 32X, 3DO OR Jaguar!



**Nintendo Leads the Way**

## Consumer Service

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- Donkey Kong Country 2, Yoshi's Land, Mortal Kombat II, Killer Instinct, Chrono Trigger

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## Java-Dropping Software

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- Master's Fuzzy Bowling, War of Land, Golf





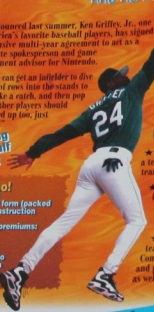
# Ken Griffey Is Back

## And ACM Graphics Make Him 3D!

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!

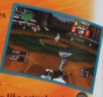


### NIKE Promo!

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

### COOL FEATURES:

- ★ Rendered Graphics! Actual stadiums (Fenway, Jacobs, Camden, The Ballpark, Kingdom). 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 East.
- ★ 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.



## Other Sports Games:

Super NES: PGA Tour '96 See Jan. Power Magazine for 8 pages of in-depth coverage in 2 new fishing games! Jimmy Houston's Bass Tournament (USA) from American; *Summer and Work Party: 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 New Titles!
- Virtual Boy = More Dynamic New Games!
- Nintendo 64 Launch = Biggest Ever!
- Game Boy = More Portable Games!



DKC2 will be in Super NES Interactive!



It's Back And Better Than Ever!



### DKC2 Marketing Support Plan

- TV \$2.7 million rolling out February and March in a national TV blitz: Posters, counter cards, banners and more to live up to the scores!
- R&R

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



### 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



### PROMOS

- Blockbuster
  - PEPSI
  - Duracell
  - Super Game Boy
- Through March 1996



## GAME BOY



Killer is in GB Interactive!

## VIRTUAL BOY



Mario Land is in VB Interactive!

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



**NINTENDO 64**

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. It's the most impressive moves come from the use of the...360° analog Control Stick! See the January Power magazine for MORE on the Show!

- Super Mario 64  
PilotWings 64  
Super Mario Kart  
Star Fox 64  
Kirby Bowl 64  
Wave Race 64  
Buggie-Boogie



**NINTENDO POWER**  
**JANUARY ISSUE:**  
NINTENDO HAS JUST RELEASED THREE  
BLOCKBUSTER PLAYERS GUIDES!

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

**GAME COUNSELOR  
PERSON TO PERSON**  
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FOR ALL NINTENDO GAMES

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RECORDED GAME INFO LINE  
1-206-885-7529  
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 KIDS BATTLES			
GAME MAY MAY			
VIRTUAL BAY		BLOCKBUSTER PROMOTION	
		DURACELL BATTERY OFFER	
PRIZES			
PRODUCTS			

### TOP 3 GAMES ON CALL BOARD

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