

# NINTENDO

WHAT'S NEW  
WHAT'S HOT

## 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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- 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  
1995!



### 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 liven up 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!!



# N NINTENDO 64

"Industry Analysts expect Nintendo 64 to be a game 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	Blastozer
PilotWings 64	Star Wars: Shadows of the Empire
Super Mario Kart	Goldeneye 007
Star Fox 64	Body Harvest
Kirby Bowl 64	Creator
Wave Race 64	The Legend of Zelda
Buggle-Boogie	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 on the Show!" See the January Power magazine for MORE

## N NINTENDO 64

### NINTENDO POWER

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

They are the first three players guides in the current Power Supply Catalog. Designed to help readers find the best game for their system and to provide them with the latest news on the latest games. These guides are available for the Nintendo 64, Super Mario 64, and Super Mario Kart. They can be found on Nintendo Power's website.

\* 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](http://WWW.NINTENDO.COM)) or Nintendo Power Source on America Online (Keyword: Nintendo).



### 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

## GET INTO THE GAME

WITH SUPPORT FROM  
**Nintendo**



### GAME PLAY HELP!

**EXPERT CUSTOMER SERVICE**  
1-800-255-3700  
MON-SAT: 8 AM - 9 PM  
SUNDAY: 8 AM - 7 PM

**GAME COUNSELOR PERSON TO PERSON**  
1-900-288-0707  
WEEK PER HOUR. COUNSELOR MUST HAVE PARENTAL PERMISSION.  
MON-SAT: 8 AM - 9 PM  
SUNDAY: 8 AM - 7 PM

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

**24 HOUR HOT LINE**  
1-206-885-7529  
3 LINES PER DAY  
7 DAYS A WEEK

**FOR DISPLAY REPAIR**  
1-800-975-182  
7 DAYS A WEEK 8AM - 1:30 PM (PACIFIC TIME)

## MARKETING CALENDAR

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

	FEBRUARY	MARCH	APRIL
<b>SPONSOR PROMOTIONS</b>	DOONKONG COUNTRY 2 DONKEY KONG COUNTRY		DOONKONG COUNTRY 2 DOONKONG COUNTRY
<b>ADVERTISING</b>			
<b>PRODUCTS</b>	DOONKONG COUNTRY 2 DOONKONG COUNTRY		
<b>PROMOTIONS</b>		BLOCKBUSTER PROMOTION DURACELL BATTERY OFFER	
		Super GAME BOY KI COUPONS	