

• N I N T E N D O •



USE MAGIC GLASSES TO EXPERIENCE
OUR FIRST **3-D** NEWSLETTER

NEWS

VOLUME II • ISSUE ELEVEN

Only For
Nintendo

Over 100,000 customers
sampled Virtual Boy during
our National Mall Tour!

VIRTUAL BOY

WINTERBO AND PEPE!
BRING HOLIDAY CHEER TO
MILLIONS OF VIDEO GAME
PLAYERS

\$10 off
Virtual Boy
on any Nintendo Power Bonus

A Unique Game Experience at a Red Hot Price!

Nintendo announces a new MSRP for
its true 3-D, portable Virtual Boy video
game system

\$159.95

It's in your face. It's in your
eyes. It's in your blood.
Virtual Boy is a new, 3-D
immersive experience like
nothing you've ever seen
or felt before!

**MARIO
CLASH**

In-Your-Face Gaming

GALACTIC PINBALL

**MARIO'S
TENNIS**

**MULTI-DIRECTIONAL
SPATIAL MOVEMENT!**

WARIO LAND

RED ALARM

And More!!
• Vertical Force - Dec.
• Panic Bomber - Dec.
• Nester's Funky
Bowling - Dec.

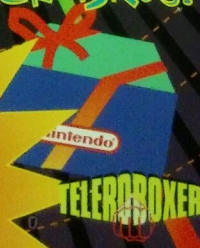
GOLF

**VIRTUAL LEAGUE
Baseball**

JACK BROS.

Watch For
\$10 Off Coupon!
Same As Cash!

SAVE \$10
ON THE NEW
Nintendo
VIRTUAL BOY



Through December,
you can rent a Virtual
Boy system for \$9.99
from Blockbuster
video. You'll get two
games for two nights,
plus a coupon good
for \$10 off on the
purchase of a Virtual
Boy.

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N	<p>Super NES p.2</p> <ul style="list-style-type: none"> • Action/Strategy • DKC2, Diddy's Kong Quest • Super Mario World 2, Yoshi's Island

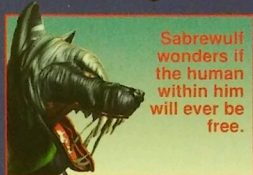
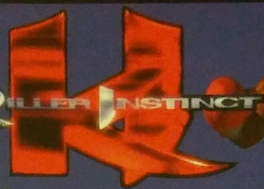
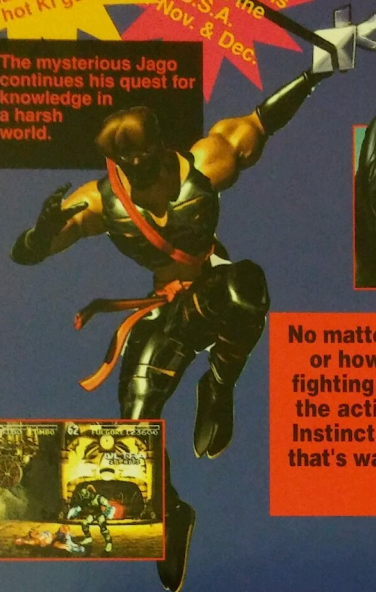
SUPER NINTENDO ENTERTAINMENT SYSTEM

See Power Magazine for offer on Killer hat and other hot KI gear!

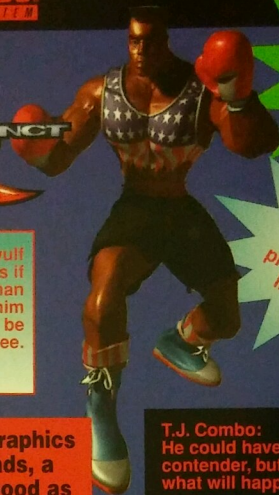
Killer Competitions across the U.S.A. Nov. & Dec.

Killer Instinct Video!! Ask NIM rep for details

The mysterious Jago continues his quest for knowledge in a harsh world.



Sabrewulf wonders if the human within him will ever be free.



Nintendo power has \$10 off the price of Killer Instinct!

No matter how great the graphics or how graphic the sounds, a fighting game is only as good as the action it delivers, and Killer Instinct delivers a new standard that's way beyond anything you've seen before!

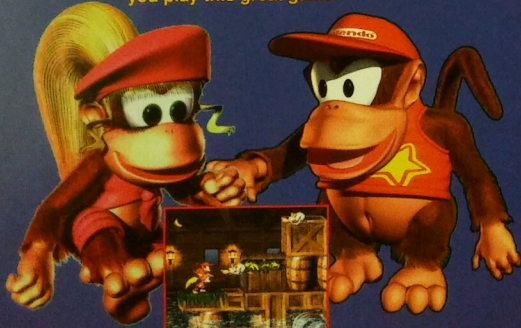
T.J. Combo: He could have been a contender, but who knows what will happen now?

Killer Instinct continues to be armed and dangerous throughout the holiday season!



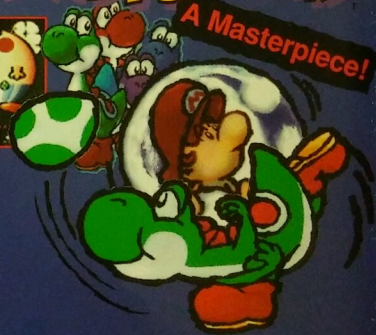
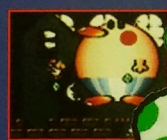
DONKEY KONG COUNTRY 2 DIDDY'S KONG QUEST

When Kremlings ape-nap the big DK, Diddy teams up with talented tress-tosser Dixie and sets out in pursuit. Kremland has never seen the likes of these Kongsters, but you will when you play this great game!



SUPER MARIO WORLD 2 YOSHI'S ISLAND

A Masterpiece!



Welcome to the wonderful and magical shores of Yoshi's Island, which is as close to the Mushroom Kingdom as the stork could get. Outstanding play control and many different ways to creatively dispatch enemies.

STREET FIGHTER II

The tournament to name the ultimate World Warrior has begun again. This time the tournament moves to the Game Boy, so Street Fighter fans will be fighting in the streets... or anywhere they want to go!

KILLER INSTINCT

The same great power-packed moves and gruesome danger... now on Game Boy! The most popular tournament fighting game ever goes portable!

VEGAS STAKES

Play the games the high rollers play! Craps, Blackjack, Seven Card Stud—and take in a real bankroll!

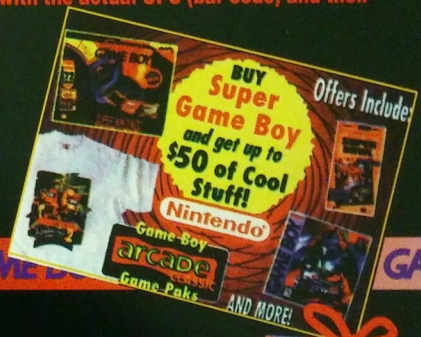
Super GAME BOY SUPER PROMOTION

Nintendo sent 2 million prime Super NES and Game Boy customers a \$10 Off coupon good for Super Game Boy. In addition, another 25 million customers will receive a \$10 Off coupon through the Pepsi Holiday Promotion...that's 27 million people! They will be bringing these coupons to your register... so be on the lookout. Some participating retailers will also have store P.O.P. highlighting the program.

After purchasing Super Game Boy, if the customer completes & sends in the 2nd portion of the \$10 Off coupon, with the actual UPC (bar code) and their cash register receipt, they will get another coupon bonus offer valued at \$50 for cool stuff like:

- \$5 off a Game Boy Arcade Classic Game Pak
- \$5 off Game Boy Killer Instinct Game Pak
- A special "Inside the Super Bowl" video
- Many more great offers!

NINTENDO AND PEPSI BRING HOLIDAY CHEER TO MILLIONS OF VIDEO GAME PLAYERS
\$10 off
Super Game Boy



GAME BOY - GAME BOY - GAME BOY



arcade CLASSIC



Play It Loud

Defender was the forerunner of most of the space shoot-'em-ups. Lots of intense action!

DEFENDER + JOUST

Joust is the fun and addictive game in which you and a buddy ostrich jump and fly while jousting with other ostriches.

In Asteroids you fly through the galaxy destroying asteroids before they destroy you!

ASTEROIDS + MISSILE COMMAND

In Missile Command you have the important mission of protecting the cities of the world from a barrage of incoming missiles.

Battle giant segmented worm-like creatures and other pesky insects as well!

CENTIPEDE + MILLIPEDE

In this game you follow the same story line as Centipede, but you will find it a bit more challenging!

Fast-paced action shooter space game. You'll remember how the alien ships circle around the screen above you, waiting to strike.

Galaga + Galaxian

Destroy the enemy ships in a life and death struggle! Things get more difficult as the levels get higher.

JUST THE FACTS

PREPARING FOR HOLIDAY MERCHANDISING SEASON:

- Remember to bulk stock all products from the back room and, if possible, set up a clearance table(s) to encourage impulse buying of reduced-price software.
- Be sure all items are priced so the customer can see the prices. This is particularly crucial during the fall selling season where there is a shortage of sales clerks. Try to accommodate the "self-service" because of necessity.
- Top-selling products should be placed in premium position, i.e. end cap.
- Make sure displays are turned on and working...so that customers can sample the product.
- Cross-merchandise by placing P.O.P. in the TV department and use a Nintendo product tape to help cross-sales.
- Another great idea is to take a Super NES and hook it up to one of the TVs in the TV department.
- Add-on sales: When selling a system, try including an accessory or another game pak. If you're selling a Game Boy, ask if they have a Super NES and suggest a Super Game Boy because they'll be able to use the same games.
- Check stock every day to make sure *everything* is on the sales floor.
- Be sure seasonal clerks are educated on Nintendo Warranty information.
- For stores with Flip/Spin game displays: make sure your people do not pull product from the display before checking in the locked storage.

- For customers coming in looking for the best Super NES software, refer them to Ki, Yoshi's Island and DKC II.
- For customers looking for a great stocking stuffer, refer them to Super Game Boy
- If customers are looking for something new for Game Boy—have them try Arcade Classics— or the new Play It Loud Game Boy Series (red and clear are the most popular).
- Virtual Boy brochures should be at the checkout to include in-purchase bagging.
- Customers looking for something totally new? Virtual Boy is the ticket!



GAME COUNSELORS' CORNER

DONKEY KONG LAND — Current #1 Game Boy game according to game counselors! Not only because it features 40 levels of all new characters from flying pigs to friendly tornados that let you hitch a ride, but also because it's the first Game Boy title to utilize the ACM (Advanced Computer Modelling) technology! This technique was used in the Super NES game Donkey Kong Country, and comes through very well on the Game Boy format.

ON-LINE UPDATE

Hold onto your mouse—the newest, hippest, coolest cyber jock has hit the on-line scene hosting "The Loud House" with NOA Travis, the talk-show with an attitude from Nintendo Power Source on America Online (AOL). Each weekday evening from 6-7 p.m. (Pacific), on-line participants can jam for an hour as NOA Travis takes up residence on the "Power Circuit" to serve as host, confidant, and maybe even referee, on topics ranging from the hottest video games to the coolest trends.

STARLIGHT FOUNDATION UPDATE

Milestones reached with "delivery" of 1,000th Starlight Nintendo Fun Center to kids in hospitals across U.S. Kids get 2nd dose of therapeutic fun with celebration of Mario's 10th birthday (See August 1994/June 1995 newsletters)

GET INTO THE GAME

WITH SUPPORT FROM

Nintendo

GAME PLAY HELP!

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SUNDAY: 6 AM - 7 PM

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95¢ PER MIN. UNDER 18 MUST HAVE PARENTAL PERMISSION.
MON-SAT: 6 AM - 9 PM
SUNDAY: 6 AM - 7 PM

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THE ONLY INSIDE SOURCE FOR ALL NINTENDO GAMES

24 HOUR HOT TITLE RECORDED GAME INFO LINE

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24 HRS PER DAY, 13 DAYS A WEEK

FOR DISPLAY REPAIR

1-800-875-1852
7 DAYS A WEEK 8AM - 630 PM (PACIFIC TIME)

NINTENDO POWER

NOVEMBER ISSUE:

- Mortal Kombat 3 — 10 pages
- Spiderman & Venom — 8 pages (Super NES)
- Sports Pages — 10 pages
- Boogerman — 10 pages (Super NES)
- Secret of Evermore — 12 pages (Super NES)
- Virtual Boy - Waterworld — 2 pages
- Virtual League Baseball — 2 pages
- Game Boy - Defender/Joust — 2 pages

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

MARKETING CALENDAR

	NOVEMBER	DECEMBER
SUPER NES ADVERTISING	SHOGUN ISLAND	DRAGON QUEST 2
VIRTUAL BOY ADVERTISING	VIRTUAL BOY HARDWARE	WARIO LAND
GAME BOY ADVERTISING	arcade CLASSIC ADULT & KID/TEEN PRINT	arcade CLASSIC
GAMING MAGAZINES	GAME BOY arcade CLASSIC	arcade CLASSIC
PROMOTION	PEPSI	PEPSI