

## ***BIOGRAPHICAL INFORMATION***

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### **George Harrison**

Senior Vice President, Marketing and Corporate Communications  
Nintendo of America Inc.  
Redmond, Wash.

George Harrison oversees Nintendo of America Inc.'s extensive retail merchandising programs, publications businesses and wide-ranging online presence, in addition to his leadership in the advertising, corporate communications and promotions departments.

Harrison joined Nintendo in March 1992 as Director of Advertising and Promotions. Promoted to Director of Marketing and Corporate Communications in July 1993, he took on the public relations and entertainment business development functions in addition to his prior responsibilities. Harrison was promoted to his current position in July 2001.

Before joining Nintendo, Harrison served as director of new ventures for Quaker Oats Co. in Chicago. Harrison worked for Pepsi Co. Inc. for six years as a director of brand marketing and director of marketing for the company's southern division. Harrison also spent three years with General Mills Inc.

Harrison holds a master's degree in marketing from the University of Wisconsin and a bachelor's degree in finance from the University of Connecticut.

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