

BIOGRAPHICAL INFORMATION

Perrin Kaplan

Vice President, Marketing & Corporate Affairs
Nintendo of America Inc.
Redmond, Wash.

Perrin Kaplan oversees public relations, government affairs, investor relations and internal communications for the Western Hemisphere and plays a key role in global coordination. She is a leader in the company's top marketing team.

Kaplan joined Nintendo as corporate communications manager in 1992. In 1996, she became Director of Corporate Affairs, expanded her responsibilities and built the department that represents the company today.

Before joining Nintendo, Kaplan was Vice President for The Rockey Company, a Seattle-based public relations and public affairs firm. Prior to that, she worked as a member of the Washington State Department of Ecology's public affairs team.

Kaplan also worked on the Washington State Senate communications staff and was a reporter/editor for KING Broadcasting, Seattle's NBC affiliate.

A Seattle native, Kaplan holds a bachelor of arts degree in communications and political science from the University of Washington.

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