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NINTENDO INTRODUCES THE NEXT LEAP IN VIDEO GAMES

Bold, Disruptive Approach Attracts New Players, Expands the Industry

LOS ANGELES, May 9, 2006 – Anyone can tell you how video games look. Nintendo wants you to experience how they can feel.

Today Nintendo unveils the next leap in gaming by demonstrating its upcoming Wii™ home console, which lets users manipulate action on their television screens through the precise, life-like motion of the Wii Remote.

Continuing Nintendo's long tradition of developing highly innovative products that redefine the standards for the industry, Wii (pronounced "we") will allow players to "feel" games in a way never known before: the adrenaline of a tennis match, the thrill of making an airplane bank or the rush of gripping the wheel of a speeding truck. The control scheme is simple enough that everyone, no matter what their prior gaming experience, can use it with ease and will want to try it.

"Not only is Wii compelling to current game players, but it also will entice new players with new experiences," explains Nintendo President Satoru Iwata. "To expand the total number of game players, we must make our experience both friendlier and more compelling. With Wii, it is."

Iwata made his comments during Nintendo's annual media briefing in Los Angeles prior to the start of the Electronic Entertainment Expo (E³) global video game trade show. Thanks to Nintendo's leadership in innovation, Wii will challenge conventional thinking and will be a disruptive element in the video game industry.

Players manipulate their games through the motion of the remote control-like Wii Remote, which also includes a built-in speaker. In a four-player tennis game shown during Nintendo's media briefing, the Wii Remote became a virtual tennis racket, from

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the vibration of the hit to the sound of the ball. The Wii Remote's sensors are delicate enough to enable players to hit straight, add slice or put top spin on the ball.

Depending on the game, the Wii Remote could be a weapon, a baseball bat or an airplane. The applications are limited only by imagination. The Nunchuk controller attachment also includes a motion sensor, a development that suggests additional creative possibilities for this dual control system: Games could involve the use of a sword in one hand and a shield in the other. Or a clamp and a scalpel. Or a pair of boxing gloves.

A new, immersive playing experience represents the most important factor to keep the industry healthy and growing. For more than a year, Nintendo has demonstrated living examples of how this strategy continues to work to the benefit of players, Nintendo and the marketplace. New interfaces can change the gaming landscape almost overnight, as evidenced by the success of the hand-held Nintendo DS™ system. To date, more than 16 million units have sold through to gamers of all types. Between now and the end of 2006, more than 100 new, envelope-pushing games will launch for the system to continue the tremendous momentum it enjoys worldwide.

Wii will be available in the fourth quarter of 2006 and priced affordably for the mass market. It will feature a very quick startup, silent operation and low power consumption. These elements make the “sleepless” WiiConnect24 experience possible. Users never need to turn it off. The combination of the new interface, including the Wii Remote, the Virtual Console and WiiConnect24 (which takes advantage of the console's low power consumption) represents a true leap forward in gaming.

Games in development for the Wii console include a third chapter in the *Metroid*® Prime series, a new Mario™ game and *The Legend of Zelda*®: *Twilight Princess*. Additionally, dozens of developers worldwide are working to bring new experiences to the Wii console. Nintendo will expand the gaming circle to as many types of people as possible, including lapsed gamers and people who have never played before.

Along with *Wii Sports*, which includes the tennis game, the highly anticipated *The Legend of Zelda: Twilight Princess* will launch at the same time as Wii and thrill gamers with its captivating storyline, stunning game play and gorgeous look. The game makes use of the unique Wii Remote functions for elements like fishing and special sword attacks. The game also will be playable on Nintendo GameCube™, but without the widescreen format or special controller functions.

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The worldwide innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Nintendo DS™, Game Boy® Advance and Nintendo GameCube™ systems, and upcoming Wii™ console. Since 1983, Nintendo has sold more than 2 billion video games and more than 360 million hardware units globally, and has created industry icons like Mario™, Donkey Kong®, Metroid®, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at www.nintendo.com.

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