

NINTENDO NEWS

ULTRA 64
(Now
NINTENDO 64)
Coming
September '96

WHAT'S NEW
WHAT'S HOT

VOLUME III • ISSUE ONE • 1996

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%!

"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'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!



Nintendo Leads the Way

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KEN GRIFFEY JR.
Winning Run

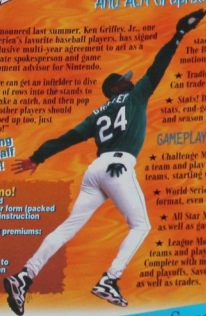
Ken Griffey Is Back

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 runs 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:
 - Wrist Band
 - 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.
- ★ 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.

ACM
GRAPHICS

GAMEPLAY:



Other Sports Games:

Super NES: PGA Tour '96 (See Jan. Power Magazine for 8 pages of in-depth coverage) • 2 new fishing games: Jimmy Houston's Bass Tournament USA from American Sports and Mark Davis' The Fishing Master from Nintendo.
Game Boy: Frank Thomas Big Hurt Baseball from Acclaim (See Jan. Power Magazine for 4 pages of detailed coverage).

1995 Business Plan:

- Super NES Software = MORE New Titles!
- Virtual Boy = More Dynamic New Games!
- Nintendo 64 Launch = Biggest Ever!
- Game Boy = More Portable Games!

**DONKEY KONG
COUNTRY 2
DIDDY'S KONG QUEST**

DKC2 will be in Super NES Interactive!



It's Back And Better Than Ever!

ON TV

DKC2 Marketing Support Plan

- TV: \$3.7 million rolling out February and March in a national TV blitz.
- ROR: Posters, counter cards, banners and more to liven up the store!

Improved graphics software package
16-bit game with graphics and playability that are comparable to our competitors' 32-bit system games.

ACM
GRAPHICS

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



GAME BOY



Killer Instinct is GB Interactive!

VIRTUAL BOY



Wario Land is in VB Interactive!

PROMOS

- Blockbuster
- PEPSI
- Duracell
- Super Game Boy
- Through March 1996

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 mega 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!"



N NINTENDO 64

POWER SOURCE

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

They are #1, #2, & #3 most popular games from the current Power Source Catalog. Designed to help you find the best guides to both Nintendo and all games. These best-sellers give a complete, from-A-to-Z reference guide to the most popular Nintendo games ever. They are based on consumer power ratings.

* 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

- BREATH OF FIRE
- LEGEND OF ZELDA: A LINK TO THE PAST
- DONKEY KONG CONQUEST 2

GET INTO THE GAME

WITH SUPPORT FROM
Nintendo

GAME PLAY HELP!

EXPERT
CUSTOMER SERVICE
1-800-255-3700
MON-FRI & AM - 9 PM
SUNDAY & AM - 7 PM

GAME COUNSELOR
PERSON TO PERSON
1-900-288-0707

WE PER ANK... (SEE US MUST HAVE PARENTAL PERMISSION)
MON-SAT & AM - 9 PM
SUNDAY & AM - 7 PM

NINTENDO
POWER
1-800-255-3700

24 HOUR HOT TITLE
RECORDED GAME INFO LINE
1-206-885-7529
1 LINES PER DAY
7 DAYS A WEEK

FOR DISPLAY REPAIR
1-800-875-1833
1 DAY A WEEK 6AM - 2:30 PM
(PACIFIC TIME)

MARKETING CALENDAR

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

| | FEBRUARY | MARCH | APRIL |
|-------------|--|---------------------------------|------------------------------------|
| ADVERTISING | EXCLUSIVE PREVIEW DONKEY KONG DONKEY KONG DONKEY KONG QUEST | | 5 STAR POWER OF 2 TROPIC ISLAND |
| SALES | | | |
| PROMOTION | | BLOCKBUSTER PROMOTION | DURACELL BATTERY OFFER |
| REPAIR | | | |
| COUPONS | | Super GAME BOY KI COUPONS | |