

VIRTUAL BOY™

VIRTUAL BOY™

May 1995

The excitement around Virtual Boy is building and we have a comprehensive marketing and sales plan for this breakthrough product introduction. This is going to be one of the biggest launches ever with a total support program of \$25 million dollars. The materials contained in this kit will provide you with the details on this powerful product launch.

Virtual Boy will be a mass marketed product that is distinctly different from any other technology that will be on the market. Nintendo's plan is to sell:

- O 1.5 million hardware units and 2.5 million pieces of software in Fiscal Year 1996

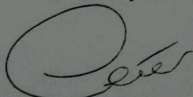
Our marketing campaign will establish Virtual Boy as a truly unique game playing experience by differentiating the product from the other next generation home machines. You will see an aggressive plan that will drive consumers to try the product and experience the unique 3D game play.

The strategy will raise awareness quickly and maximize consumer interest in trying Virtual Boy through programs never offered before by Nintendo. Unique promotion and merchandising programs will stimulate consumer trial through hands on play. Gaming magazines including Nintendo Power and an extensive public relations campaign will reach the important core opinion leading game players who will spread the word.

Now is the time to work on your introductory sales plan for Virtual Boy. To ensure that you do everything possible to maximize this sales opportunity, we have prepared this comprehensive marketing plan around which you can schedule your advertising and implement aggressive in-store merchandising.

This will be an exciting and profitable second half for your Nintendo line but execution is critical. A strong plan well executed at all levels can make it happen!

Thanks for your support,

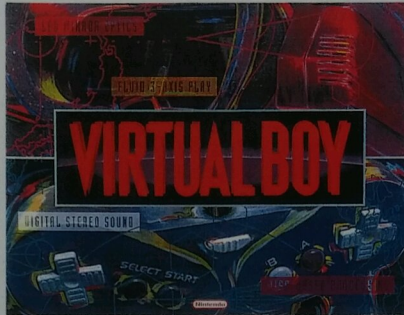


Peter Main
Vice President, Marketing

Nintendo of America 4820-150th Avenue N.E.
Redmond, Washington 98052 USA
206.882.2040 Phone 206.882.3505 Fax



VIRTUAL BOY



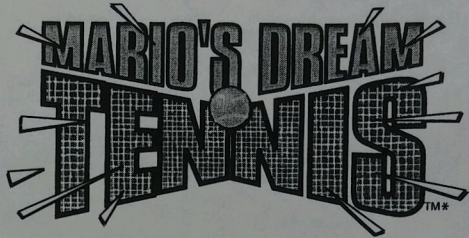
VIRTUAL BOY WILL REVOLUTIONIZE THE VIDEO GAME EXPERIENCE!

IT'S A WHOLE NEW WAY OF PLAYING VIDEO GAMES!

PLAYERS WILL COMPLETELY IMMERSE IN A UNIQUE GAME EXPERIENCE.

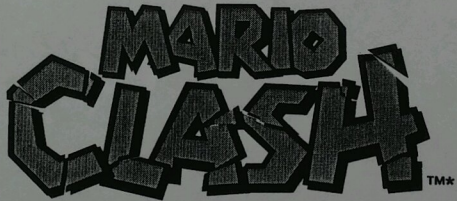
- O Product releases August 14th.
- O Virtual Boy Hardware Volume Price: \$153.00
- O Hardware set includes:
 - Virtual Boy optics and CPU
 - Virtual Boy with advanced controller and system stand
 - Great game pak
 - A/C adapter sold separately
- O Virtual Boy Software Volume Price: \$28.50

SOFTWARE GAME LIBRARY AT LAUNCH (CONT.)



O Mario's Dream Tennis

- Features what no other tennis simulation can, a real 3-D court that adds incredible depth.
- Hit crisp passing shots, smash big serves or lob over the head of hapless opponents.
- Singles or doubles can be played in one-player mode.
- Link up for singles or doubles in two player mode.



O Mario Clash

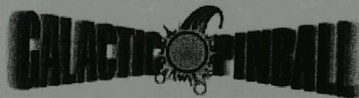
- Virtual Boy brings a third dimension to this arcade style action game based on the original Mario Bros.
- The enemies come from above and below, left and right - even foreground and background.
- Mario can run, jump and throw in all directions.
- The farther you go, the harder it gets.
- It's incredible arcade action, speeding through all 3 dimensions.

SOFTWARE GAME LIBRARY AT LAUNCH



O Teleroboxer

- Incredible 3-D graphics put you in the fight like never before.
- Teleroboxer puts players right in the middle of futuristic bouts.
- Throw right and left crosses, upper cuts and jabs in complete dimensional space.
- Fight through 9 different robot boxers on the road to becoming the world champion.



O Galactic Pinball

- Offers 4 spacy, 3-D pinball games including a chance to save the world from alien invaders.
- Test players' skill in levels like Cosmic, Colony, UFO and Alien.
- Play control offers incredible challenges as the pinball flies and floats forward, backward, up, down and around incredible obstacles.



O Red Alarm

- Arcade style, high speed battle game takes players to the depths of space.
- Players control futuristic spacecraft as they use a variety of weapons to combat alien attack.
- Spacecraft can travel freely in all 3 dimensions.
- Completely rendered elements and environments create authentic 3-D action, adventure and challenges.

ADVERTISING PLAN

- O The media plan is designed to raise awareness and stimulate consumer interest in trying Virtual Boy. Virtually every consumer in the target market will be exposed to Virtual Boy advertising.
- O Primary media will be targeted to reach the core 9 - 17 year old video game consumer:
 - o TV is the primary vehicle reaching millions of consumers.
- O The campaign will also feature advertising vehicles that will reach adult technology enthusiasts with a targeted print campaign.

At Launch

- o Seven week launch TV campaign: August 14 - October 1
- o Print campaign in game enthusiasts magazines (September issues):
 - Print ads will also run in select adult "techie" magazines
- o Radio campaign in the top 50 markets will build word of mouth and excitement.

November/December

- o Additional seven weeks of holiday TV advertising: 11/6 - 12/24
- o Second insertion in gaming magazines.

NINTENDO POWER AND POWER SOURCE

- O Four page spread in June issue with screen shots and game library information.
- O Support the launch with 3D cover and major coverage in the August issue:
 - Pack in 3D glasses as a premium.
- O Release product information on Nintendo Power Source on-line service.

PROMOTION AND TRIAL GENERATION

- O Blockbuster Virtual Boy rental program:
 - Virtual Boy hardware and software available at Blockbuster locations at release.
 - Will drive huge sampling numbers behind Virtual Boy.
 - 500,000 consumers will get a chance to play Virtual Boy in the first few months of introduction.
- O Consumers can rent Virtual Boy with two pieces of software and get a \$10.00 Virtual Boy hardware coupon good at any retailer in America.
 - Drives consumers to retail to buy Virtual Boy.
 - Coupons good through December 31, 1995.

PUBLIC RELATIONS PLAN

- O Gaming enthusiasts magazine outreach for launch coverage.
- O Major market media tour to preview Virtual Boy for November/December media coverage.
- O Summer van tour covering twenty cities to drive strong media coverage.
- O Major airline VNR/In-flight news segment on Virtual Boy at launch.

MERCHANDISING

- O Maximize the placement of Virtual Boy interactives at retail:
 - Offer aggressive "two for one" interactive display program.
 - Works like a buy one get one free display program.
 - Limited time only offer so move quickly to get your orders in!

- O NMI "Mall Tour" to execute mall sampling events in 50 malls during August and September driving additional sampling of Virtual Boy.

- O Dynamic lighted signage available which features the 3D experience.

- O Unique dimensional P.O.S. (counter card/mobile, banner, poster).

- O Provide custom pieces for all pre-approved accounts based on need.

DURACELL BATTERY TIE-IN PROGRAM

- O Duracell and Nintendo have joined forces to promote the introduction of Virtual Boy through a three-tiered promotion beginning at the August launch.

- O Duracell is the leading battery manufacturer with nearly a 50% market share. Duracell is recognized as the premium battery and lasts four times longer on average than other batteries.

The Duracell/Nintendo offer will provide consumers with high value coupons and free batteries which can be used to power their Virtual Boy hardware. Below is the outline of the promotion:

Tier 1:

1.5 million Virtual Boy hardware units will be stickered with an instant redeemable coupon. This in-store coupon is good for \$1 off of the purchase of a "AA" Duracell eight-pack which retails for approximately \$4.99.

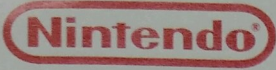
Tier 2:

Nintendo will snipe on the outside of the Virtual Boy packaging an offer of six FREE batteries. Consumers can receive free batteries by calling a "1-800" number or by mailing in a postcard. Details of this offer will be packed into all Virtual Boy packages through FY '96. Consumers will receive six free Duracell "AA" batteries in the mail courtesy of Nintendo.

Tier 3:

Consumers who register and receive the six free batteries will also get another \$1 instant redeemable coupon from Duracell for the purchase of their follow-up batteries.

This is an exciting partnership promotion for the introduction of Virtual Boy. It provides real value and a strong consumer incentive that is relevant to this breakthrough product.



Virtual Boy DISPLAY MATERIALS



NES M931 P/N 32193
Virtual Boy interactive counter display
 Comes complete with Virtual boy, controller, game pak, and lighted dimensional sign. Virtual Boy is fully adjustable for easy consumer use. Wing panels feature changeable graphics. This display can sit on counter, shelf or NES M93L Base. UL/CSA approved, 110 volts. 33" h x 24" w x 17" d / 25lbs / 7.8cf. Available August.



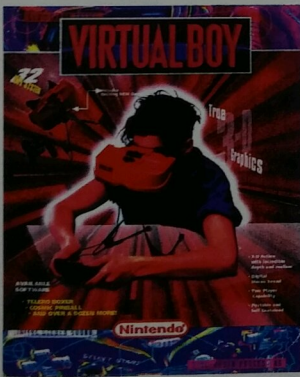
NES M93S P/N 32192
Virtual Boy lighted sign
 Unique infinity mirror logo sign can hang from ceiling or sit on shelf. UL approved, 110 volt. 7" h x 20" w x 5" d / 5 lbs / 0.4 cf. Available August.



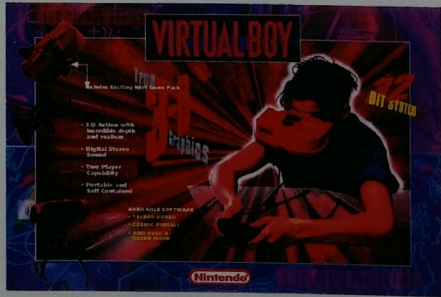
NES M93L P/N 32194
Virtual Boy pedestal display base
 Constructed to support NES M931 Interactive Display. It displays an embossed Virtual Boy logo. 36" h x 34" w x 18" d / 25 lbs / 12.7 cf. Available August



NES M93C P/N 32191
Virtual Boy Counter Card
 Two-sided, vacuum-formed P.O.S. display can hang or sit on counter / shelf. Features full-size dimensional system graphics. Final graphics may vary. 17" h x 14" w / 2 lbs / 0.2cf. Available August.

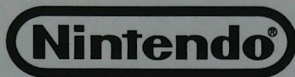


NES M93P P/N 32280
Virtual Boy Poster
 4-color poster graphics can be placed in tripper signs or on cash wraps and walls. Final graphics may vary. 0.5lbs / 0.01cf. Available August.



NES M93B P/N 31681
Virtual Boy Banner
 Two-sided, full color banner emphasizes excitement of portable true 3-D graphics. Also, features removable "Coming Soon" snipe and lists game titles available at time of product introduction. Final graphics may vary. 24" h x 36" w / 1.7 lbs / 0.5 cf. Available August.

Virtual Boy Display Materials Order Form



Bill to: _____ Order Date: _____
 _____ Cust. P.O.#: _____
 _____ Required Ship Date: _____
 _____ Ship Via: _____
 Ship to: _____ Special Instructions: _____

 _____ Freight: FOB Nintendo of America Inc.

Item #	Part #	Description	Available	Order Qty.	RMP Unit Price	RMP Total Cost
NES M93I	32193	Virtual Boy Interactive Counter Display	August		\$650.00	
NES M93L	32194	Virtual Boy Pedestal Display Base	August		\$250.00	
NES M93S	32192	Virtual Boy Lighted Sign	August		\$100.00	
NES M93C	32191	Virtual Boy Counter Card	August		N/C	
NES M93B	31681	Virtual Boy Banner	August		N/C	
NES M93P	32280	Virtual Boy Poster	August		N/C	

Total from Merchandising RMP accrual

All orders are filled on a first-come first-served basis for shipment after approval.

The undersigned company agrees to pay any shortfall between the amount of Merchandising RMP Accrual generated under Nintendo's new fiscal year 1996, (4.1.95/3.31.96), Retail Marketing Program and the total purchase price of merchandising materials delivered in 1995/1996. (Payment Terms: Net 30 Days)

Order taken by: _____
 Firm: _____
 Buyer's Signature: _____
 Title: _____ Phone: _____

(NOA use only) Approved by: _____ Date: _____

Comments: _____

Date _____

Account Name _____

Virtual Boy Marketing Warfare Planner

	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER					
	31	7	14	21	28	4	11	16	25	2	9	16	23	30	6	13	20	27	4	11	16	25
Advertising																						
Television																						
Gaming Magazines																						
Radio (Top 50 Markets)																						
Adult Magazines																						
Television																						
Gaming Magazines																						
Promotion																						
Blockbuster Trial Promotion																						
Radio Promotions (Top 50 Markets)																						
Account																						
	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER					
	31	7	14	21	28	4	11	16	25	2	9	16	23	30	6	13	20	27	4	11	16	25
Advertising																						
Roto																						
ROP																						
TV																						
Radio																						
Direct Mail																						
Other																						
Merchandising																						
Counter Card / Mobile																						
Stickers (limited)																						
Poster																						
Banner																						
Other POS																						
Promotions																						
Gift w/purchase																						
Pre-sell																						
Other																						

Nintendo®

Nintendo of America Inc.
4870 150th Avenue NE
Redmond, Washington 98052