

March 23, 2010

To Whom It May Concern:

Re: Launch of New Portable Game Machine

Nintendo Co., Ltd.(Minami-ward of Kyoto-city, President Satoru Iwata) will launch **“Nintendo 3DS”**(temp) during the fiscal year ending March 2011, on which **games can be enjoyed with 3D effects without the need for any special glasses.**

“Nintendo 3DS”(temp) is going to be the new portable game machine to succeed “Nintendo DS series”, whose cumulative consolidated sales from Nintendo amounted to 125million units as of the end of December 2009, and will include backward compatibility so that the software for Nintendo DS series, including the ones for Nintendo DSi, can also be enjoyed.

We are planning to announce additional details at E3 show, which is scheduled to be held from June 15, 2010 at Los Angeles in the U.S.