

July 28, 2011

T o W h o m I t M a y C o n c e r n :

Nintendo Co., Ltd.

**Notice of Nintendo 3DS Markdown
Manufacturer's Suggested Retail Price to become 15,000 yen
from August 11**

Nintendo Co., Ltd. (President Satoru Iwata) has decided to change the manufacturer's suggested retail price of Nintendo 3DS that the company launched on February 26 this year as follows:

Current manufacturer's suggested retail price:	25,000 yen (including tax)
From August 11, 2011:	15,000 yen (including tax)

So that the Company will be able to create momentum for Nintendo 3DS and accelerate its market penetration toward the year-end sales season, when the lineup for the applicable software shall be enriched, the Company has decided to make this markdown.

The Company will carry out the markdown in the overseas markets in this 2nd financial quarter (i.e., July - September 2011), although the ranges and the timings of the markdown will be different from that of Japan.

Please also be advised that "SUPER MARIO™ 3DLAND" and "MARIO KART™ 7," which are much-anticipated Nintendo 3DS titles, will be launched in November and December this year respectively.

End.