

NINTENDO PRESENCE DRASTICALLY EXPANDED IN SA MARKET

-CORE GROUP LAUNCHES BLOCKBUSTER TITLES FOR THE WII AND THE NINTENDO DS HANDHELD CONSOLE-

Johannesburg, 1 February 2008 - Core Gaming Group, Nintendo's representative company in South Africa, today announced the release of two blockbuster games for the Wii, ***Super Mario Galaxy*** and ***Mario Party 8***, and launched the long anticipated handheld console system Nintendo DS Lite in South Africa. The Nintendo DS Lite's arrival in the country coincides with a roster of game titles, including ***Nintendogs***, ***'Brain Training'***, ***Mario Kart DS*** and ***New Super Mario Bros.***

Wii

Following its launch in South Africa in October last year, the Nintendo Wii proved to be the most popular third generation home console in the fourth quarter of 2007 in South Africa, outselling Sony Playstation 3 and Microsoft Xbox 360 combined in the crucial December holiday shopping season.

Now, with the launch of Super Mario Galaxy and Mario Party 8, Nintendo is further entrenching its position in the South African market as the leading new platform for experienced gamers, casual players and novices alike - across genders, young or old.

Super Mario Galaxy is the latest in a long line of Mario platforms that encourage players to change the way they look at video games. From the amazing diversity of galaxies and a new array of special suits for Mario to the incredible control scheme offered through the Wii Remote, Super Mario Galaxy is the ultimate Mario experience.

Mario Party 8 – Mario is joined by Luigi, Peach, Yoshi, DK and other favourite Nintendo characters as they compete across five brand new game boards and more than 60 new mini games to win the coveted prize: a year's supply of candy!

Other Nintendo titles for the Wii expected to be available in South Africa in the first half of the year include: Big Brain Academy (Feb 08); Metroid Prime 3 Corruption (Feb 08); Mario Strikers Charged Football (Mar 08); Endless Ocean (Mar 08); Mario Kart (May 08) and Super Paper Mario (Jun 08).

Nintendo DS Lite

The world's best selling game console, Nintendo DS Lite, is now available in South Africa. Nintendo DS Lite revolutionises handheld gameplay. With two ultra bright screens, 3D graphics, touch-screen technology and wireless communication, players and their friends are challenged anywhere, anytime.

Nintendo DS Lite brings multiple features together to deliver cutting-edge games for fans of every genre. Pit your wits and test your skills against other players everywhere - from the other side of the room to the other side of the world. A great library of games means there's something for everyone.

Simultaneously, four of the most popular DS Lite game titles are launched in South Africa.

Nintendogs is like having your own living, breathing puppy inside your Nintendo DS Lite. Look after your dog by feeding it and taking it for walks. Play with your pup using tons of different toys. Earn money by winning contests and use it to buy new dogs!

Dr. Kawashima's Brain Training: How Old Is Your Brain? - Inspired by the theories of neuroscientist Dr. Ryuta Kawashima, 'Brain Training' is a collection of simple daily exercises that help stimulate the brain and keep it young.

Mario Kart DS - The acclaimed Mario Kart series has gone wireless, allowing players to race and battle locally with up to eight karts at once. In addition, up to three people situated around the world can play with Nintendo Wi-Fi Connection!

New Super Mario Bros. - The first all-new 2D Mario platform since Super Mario World landed! Boasting incredible 3D graphics to accompany classic 2D game play, this fast-paced adventure will have Mario fans cheering as they make their way over fields, under water, through castles, and into the air.

About Core Gaming:

Core Group represents some of the world's premier professional and consumer technology brands in Sub-Saharan Africa. For global category leaders we are the exclusive and dedicated full-service brand custodians, managing a brand's presence from end-to-end: logistics, research, marketing, PR, merchandising and (retail) sales. Currently, Core Group represents Apple, TomTom and Nintendo as its primary brands.

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