

NEWS RELEASE

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NINTENDO POWER REACHES MILLION SUBSCRIBERS MARK

LAS VEGAS, NV (January 7, 1989) -- Nintendo's bi-monthly publication -- NINTENDO POWER™ -- now reaches one million home video game fans, making it the magazine with the highest paid circulation, among those appealing to the 8-15 year-old target audience.

Each four-color, glossy issue of NINTENDO POWER contains more than 100 pages, packed with in-depth game reviews and special Nintendo contests. In addition, readers get objective game comparison ratings as well as sneak previews of Nintendo^R games to keep them on the edge of Nintendo technology. The subscription-based magazine premiered July 1, 1988.

Gail Tilden, Nintendo's director of publishing, said, "NINTENDO POWER has become the most authoritative source of Nintendo product information, not only for the dedicated, skilled Nintendo player, but for the beginner who is just starting to enjoy the world of Nintendo. Parents also use the publication as a source to find out which games will be favorite gifts," Tilden added.

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NINTENDO POWER is also a forum for video game players to communicate directly with Nintendo, and allows Nintendo to keep its finger on the pulse of players throughout the country. The magazine's editorial content includes topics consumers most frequently query Nintendo's game counselors about, plus stories suggested by a staff with extensive video game expertise.

Consumers interested in NINTENDO POWER can call: 1-800-521-0900.

Nintendo of America Inc. is based in Redmond, WA and is a wholly-owned subsidiary of Nintendo Co. Ltd. of Kyoto, Japan, the world's leading manufacturer and marketer of home video games.

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