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POKÉMON AND NINTENDO TEAM UP TO COMBAT TRADING CARD PIRACY

More than 47 million counterfeit products seized worldwide in past 16 months

BELLEVUE, Wash.—April 7, 2008 – Pokémon USA, Inc., a worldwide leader in trading card games, today announced the results of recent anti-piracy actions taken in cooperation with Nintendo of America Inc. to combat the production and distribution of counterfeit Pokémon® Trading Card Game products.

On March 26, law enforcement officials in New York raided seven stores known to be selling fraudulent Pokémon Trading Card Game merchandise. Thousands of products were seized and several arrests were made. In early April, one action at a production facility in China secured nearly 1.2 million counterfeit cards and investigations continue.

During the past 16 months, more than 47 million counterfeit products have been seized at production facilities in Thailand, Singapore, Poland, Italy, the Czech Republic, Australia, and China. One seizure in China in 2007 netted more than 26 million illegally produced cards. Nintendo and Pokémon will continue to target the retailers and manufacturers trafficking in counterfeit Pokémon product.

“Pokémon wants to send a message to importers and producers that we will not stand for the distribution of fraudulent Pokémon product,” says Pokémon spokesperson, J.C. Smith. “Pokémon is committed to ensuring our fans receive the quality product they've come to expect.”

About Pokémon USA

Pokémon USA, Inc., a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia which includes licensing, marketing, the Pokémon Trading Card Game, an animated TV series, the Pokémon Trading Figure Game, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 for play on Nintendo's Game Boy® and has since evolved into a global cultural phenomenon. Pokémon was introduced in North America in 1998 and today is one of the most popular toy and entertainment properties in the world. For more information, visit www.pokemon.com.

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Contacts:

JP Shields, 212-689-6360, jp_shields@bhimpact.com
Brett Gold, 212-689-6360, brett_gold@bhimpact.com