

FOR IMMEDIATE RELEASE

CONTACT:
GOLIN HARRIS
Jonathan Silverstein
212-373-6046
jsilverstein@golinharris.com
Kristie Tomkins
213-438-8830
ktomkins@golinharris.com

NINTENDO FILES LAWSUIT AGAINST HACKYOURCONSOLE.COM

Online Business Targeted in Global Piracy Fight

REDMOND, Wash., August 7, 2013 – In the ongoing global fight against video game piracy, Nintendo of America Inc., has filed a lawsuit in the Southern District of Florida against the owner of HackYourConsole.com. The site blatantly promotes and sells unauthorized Nintendo games along with devices and services that circumvent the security in the *Nintendo DS* system and the *Wii* console.

The operator of HackYourConsole.com has developed a global business focused on selling unauthorized copies of Nintendo games and game-copying devices (such as the R4 device) used to circumvent the technological protection measures contained in the *Nintendo DS* family of hand-held systems. The website operator, for a fee, also provides services to hack and modify the *Wii* console and allow the play of illegal software.

HackYourConsole.com also claims to be an authorized distributor for the yet-to-be-released 3DS Gateway cards. The Gateway device is promoted as operating similar to the R4 game copier for the *Nintendo DS*, which facilitates the play of illegally downloaded games. Game copying devices, such as the R4, severely undermine the sales of video games created by thousands of developers.

“Piracy on the *Nintendo DS* system has a huge impact on games sales,” said Jools Watsham, co-founder and director of Renegade Kid. “It can affect everyone involved, including the many honest players out there. If independent studios, like ours, are unable to recoup the money they invest into game development, through the sales of their games, we will unfortunately see fewer independent games developed in the future.”

Illegal copying of video game software is an international problem that continues to stifle the growth of the creative development community. Companies such as Nintendo,

various law enforcement authorities and trade organizations such as the Entertainment Software Association, continue to take aggressive steps to prevent the proliferation of these devices on a global scale.

To report game copiers, illegal Nintendo software or other piracy-related activities, please contact Nintendo at 800-255-3700 or piracyscene@noa.nintendo.com.

For more information about Nintendo's fight against piracy, visit <http://ap.nintendo.com>.

About Nintendo: The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii U™ and Wii™ home consoles, and Nintendo 3DS™ and Nintendo DS™ families of portable systems. Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 4.1 billion video games and more than 654 million hardware units globally, including the current-generation Wii U, Nintendo 3DS and Nintendo 3DS XL, as well as the Game Boy™, Game Boy Advance, Nintendo DS, Nintendo DSi™ and Nintendo DSi XL™, Super NES™, Nintendo 64™, Nintendo GameCube™ and Wii systems. It has also created industry icons that have become well-known, household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, please visit the company's website at <http://www.nintendo.com>.

###

Note to editors: Nintendo press materials are available at <http://press.nintendo.com>, a password-protected site. To obtain a login, please contact Deanna Avila at 213-438-8742 or davila@golinharris.com. Users can receive instant Nintendo information by subscribing to the site's RSS feed.