



"PROJECT HAPPINESS" OFFICIALLY NAMED HOMETOWN STORY

Natsume Inc., TOYBOX, and Rising Star Games Aim For Global Happiness With Inspired IP

Burlingame, CA. – March 12, 2013 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, today revealed the official name of “Project Happiness” as Hometown Story. This kicks off a promise made to bring a new type of game to a global audience, which Natsume will be bringing to loyal fans in North America, with Rising Star Games publishing the title in Europe. Check out the new trailer now at <http://www.youtube.com/NatsumeUSA>

"Hometown Story is the perfect name for a game with such a heartwarming feeling, and we're excited to begin revealing more about the game, alongside TOYBOX and Rising Star Games," said Hiro Maekawa, President and CEO of Natsume. "We're also pleased to confirm the game will be releasing on mobile platforms along with the Nintendo 3DS."

It's an experience that will fill you with motivation and magical memories! Developed by Yasuhiro Wada, the "Father of Harvest Moon," and his studio, TOYBOX in Tokyo, Japan, Hometown Story takes players to a new fantastic world filled with color and hope. More information about the exciting new title from Yasuhiro Wada will be revealed up to and during E3 2013.

"Hometown Story is a game and a story that's dear to my heart – and I hope will become dear to the player's heart as well," said Yasuhiro Wada, CEO of TOYBOX. "Our partnership with Natsume and Rising Star Games, who share our values on a quality gaming experience, is going to remain strong as we reveal more about Hometown Story throughout the year."

With a thorough mix of adventure, discovery, and wonder, Hometown Story aims to fill the hearts of gamers both young and old with an experience found in only a few other games, such as the lauded Harvest Moon series.

"We are very excited to be able to announce the game's official name and to launch a brand new global IP alongside our friends at TOYBOX and Natsume," said Martin Defries, Managing Director & COO of Rising Star Games. "Hometown Story will thrill and inspire our customers and it is wonderful to start a new journey with them and gain a generation of new customers through the launch of Hometown Story."

Players can check out a full length trailer at <http://www.youtube.com/NatsumeUSA>, as well as additional teaser information via Natsume at www.natsume.com/facebook and www.twitter.com/natsume_inc.

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About Natsume

Natsume Inc. is a worldwide developer and publisher that specializes in unique and family-oriented interactive entertainment software for a variety of platforms. Most known for publishing Reel Fishing and Harvest Moon, Natsume is dedicated to producing quality video games. For more information about Natsume Inc., visit www.natsume.com

About TOYBOX

TOYBOX Inc. is a Japanese video games publisher and developer founded by Yasuhiro Wada and Tomio Kanazawa. Established in 2011, TOYBOX plans to deliver creative and unique gaming experiences to the entire world! For more information please visit www.toybox-games.jp

About Rising Star Games

Rising Star Games Limited is a European video games publisher for Nintendo 3DS™, Nintendo DS™, Microsoft Xbox 360® and Wii™, Sony PlayStation3® and PSP™. Rising Star Games has published close to 100 games with a schedule of exciting releases for 2012 and 2013. For more information please visit www.risingstargames.com

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