



Natsume Launches *Reel Fishing: Master's Challenge* For PlayStation® Vita

Natsume's Award-Winning Fishing Franchise Comes To PS Vita for the First Time!

Burlingame, CA. – February 3, 2015 - Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that it has launched its first title for PS Vita, **Reel Fishing: Master's Challenge**.

One day, you return to the fishing lodge where you spent lots of time with your father when you were young. But once you step inside, the memories you had in this place as a child come flooding back to you. Motivated by the memories of your past, you decide to embark on the same journey that your father did when you were young. Will you be able to catch all of the fish your father caught all those years ago, and even surpass him?

A pure fishing simulation experience, **Reel Fishing: Master's Challenge** offers 18 fishing locations, 60 fresh and saltwater fish, and over 100 pieces of tackle. Players can also catch, keep, and care for fish in fully-customizable fish tanks.

"The *Reel Fishing* franchise is one of our most popular and long-running franchises, and we are excited to have it available on the PlayStation Vita for the first time," said Hiro Maekawa, CEO and President of Natsume. "*Reel Fishing* games are known for providing an exciting fishing experience where you feel surrounded by nature within a thoughtful and interesting storyline, and **Reel Fishing: Master's Challenge** is no exception!"

Players can follow the latest news for all of the beloved Natsume franchises at www.natsume.com and by scooping all of the latest Natsume updates, contests, screen shots and more at www.natsume.com/facebook and www.twitter.com/natsume_inc.

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Natsume assets can be found here: <http://www.clevercomm.com/Natsume/>

About Natsume

Natsume Inc. is a worldwide developer and publisher that specialize 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 www.natsume.com