



**NATSUME CASTS THE POPULAR REEL FISHING SERIES ONTO WIIWARE  
TODAY**

***Prepare to be Hooked by Reel Fishing Challenge!***

Burlingame, Calif., June 29, 2009 - Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that Reel Fishing Challenge has been released for digital download on WiiWare. The latest entry in the best-selling Reel Fishing series brings the most true-to-life fishing experience yet to the Nintendo Wii.

"We are excited to bring the respected Reel Fishing series to WiiWare," said Hiro Maekawa, President and CEO at Natsume. "The Wii's motion-sensitive controls have allowed us to create a true fishing experience!"

Reel Fishing Challenge offers a fun and challenging experience for novice fishers and master anglers alike. Put your skills to the test and discover new types of fish in the challenging mission mode, or relax and enjoy the game at your own pace in free play mode. No matter which mode you play, the game's beautiful graphics and natural setting bring the fishing experience to life. Each fish looks and moves so much like the real thing, you might mistake your TV for an aquarium!

As an added bonus, players who have Reel Fishing Angler's Dream for the Wii can unlock bonus missions and additional fish in Reel Fishing Challenge.

Reel Fishing: Challenge will be available for digital download on WiiWare today. For more information, please visit [www.natsume.com](http://www.natsume.com).

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**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](http://www.natsume.com)

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