



NATSUME'S *RUNE FACTORY 3: A FANTASY HARVEST MOON* FOR NINTENDO DS™ ON STORE SHELVES Today!

Burlingame, Calif., November 9, 2010 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that *Rune Factory 3: A Fantasy Harvest Moon* is now available at retail for the Nintendo DS™ at an MSRP of \$29.99. The game is rated E 10+ by the ESRB. The *Rune Factory* series combines the fun and rewarding gameplay of *Harvest Moon* with the fantasy and excitement of an action-RPG, offering *Harvest Moon* fans and traditional RPG players the best of both worlds.

"*Rune Factory 3* delivers one of the deepest and richest gaming experiences you'll find on the Nintendo DS!" said Hiro Maekawa, President and CEO at Natsume. "You can farm, cook, craft items, battle and tame monsters, and conquer multiplayer dungeons with your friends. However you want to play, the world of *Rune Factory 3* is yours to explore!"

The people of Sharance and their horned Univir neighbors are embroiled in a bitter conflict. An age-old hatred between humans and monsters divides them. Micah is an adventurer with an unusual secret: he's half monster! He'll have to unite the humans and the Univir in time to stop the growing evil force that threatens to destroy them both!

Rune Factory 3 introduces a number of exciting new features to the *Rune Factory* series: befriended villagers will now join you in battle and lend you their unique skills, players can transform Micah into his monster form to unleash a savage new arsenal of fighting moves, and the game's new multiplayer mode lets up to three players work together to conquer unique dungeons packed with rare items and fearsome monsters.

For more information on *Rune Factory 3: A Fantasy Harvest Moon*, please visit www.natsume.com. You can also follow all of the latest Natsume news 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

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