



TRAIN YOUR BRAIN WITH THE LATEST PHENOMENON FROM JAPAN

- Join over a million people training their brains with 'Dr. Kawashima's Brain Training' on Nintendo DS -

May 2006 – If someone was to tell you about a new product, which stimulates your brain and helps train mental awareness and your long-term memory by being used for a few minutes each day, you would probably be sceptical. In fact Nintendo has developed just that - an innovative series of exercises, which will help train your brain, with just 5-10 minutes use a day: 'Dr. Kawashima's Brain Training: How Old Is Your Brain?' which launches across Europe on Nintendo DS on 9th June 2006 .

Launched in Japan in May 2005, 'Dr. Kawashima's Brain Training' has already sold over 1.4 million copies and it still holds the top spot in the software charts. Sales have actually peaked during unconventional times for high video games sales, such as the Japanese Respect-for-Senior-Citizens Day and research conducted has shown that two-thirds of total purchasers in Japan are 25 years old or above.

Following years of research, Dr Ryuta Kawashima, a renowned Japanese neuroscientist, has developed a series of tests designed to exercise and energize a user's brain. These easy brain stretching exercises have been programmed onto the Nintendo DS, allowing users to stimulate and energize their brain on the go. All of the exercises are really very simple and are accessible to anyone. It only takes 5-10 minutes of exercise each day and very quickly, users should notice the benefits this program can have on their brain!

The programme asks users to perform a number of tasks, like doing simple arithmetic and remembering words. By measuring the speed and accuracy with which these tasks are performed, the users are given a score in the form of a 'DS Brain Age'. Once a

user establishes their current DS brain age, the programme will set them a daily regime, such as mathematical puzzles and remembering sequences of numbers, to help improve their 'DS brain age.' By using the built-in calendar, users can easily track and record their progress, and by successfully completing an exercise, the user earns a mark on their calendar. Obtaining a certain number of marks will unlock additional tests and challenges to be played. All exercises contained in 'Dr. Kawashima's Brain Training' are based on easy to execute mathematical, cognitive and language-based tasks. You won't believe how easy it actually is! 'Dr. Kawashima's Brain Training' also includes the hugely popular numbers game, sudoku.

To carry out the exercises players need to hold the Nintendo DS console like a book, reading about the tests on the left screen and solving them on the touch-screen to the right. The touch-screen allows users to interact directly with the software and requires you to actually "write" your answers on the screen. An inbuilt microphone in the Nintendo DS also means that voice recognition is utilised, asking users to verbally distinguish between what they see and read on screen in a number of challenges.

Once you have trained your brain and are ready to show it off, 'Dr. Kawashima's Brain Training' can even be played with your friends! Using the Nintendo DS's inbuilt wireless connectivity up to 16 players can be challenged in a maths-race. This Multi-player mode can be played using just one single cartridge!

So, don't forget 'Dr. Kawashima's Brain Training: How Old Is Your Brain?' goes on sale across Europe on 9th June 2006 at the estimated retail price of around €30.

Click onto www.nintendo-europe-media.com for all of the most up to date official information on Nintendo.

About Nintendo

Nintendo Co., Ltd of Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment. To date, Nintendo has sold more than 2 billion video games worldwide and more than 350 million hardware units globally, creating such industry icons as Mario® and Donkey Kong and launched franchises like The Legend of Zelda® and Pokémon. Nintendo manufactures and markets hardware and software for its popular home video game systems, including the Nintendo 64, NINTENDO GAMECUBE, Game Boy Advance, Nintendo DS, and Game Boy – the world's best-selling video game system which has sold over 180 million units. As a wholly owned subsidiary, Nintendo of Europe, based in Grossostheim, Germany, was established in 1990 and serves as headquarters for Nintendo's operations in Europe.