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**HARVEST MOON: FRANTIC FARMING
RIPE FOR THE PICKING AT RETAIL**

Burlingame, Calif., August 25, 2009 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today that *Harvest Moon: Frantic Farming* has officially shipped to retail. *Harvest Moon: Frantic Farming* is rated E for everyone by the Entertainment Software Rating Board (ESRB), and is available for \$29.99 at video game retailers everywhere. Set in the world of last year's DS hit *Harvest Moon: Island of Happiness*, *Harvest Moon: Frantic Farming* continues the tale of the island and its residents.

"We are excited to bring this all-new, totally unique puzzle game to the Nintendo DS," said Hiro Maekawa, President and CEO at Natsume. "We know that players will enjoy the wide variety of gameplay modes, playable characters, and fun unlockables that we have planted in this all-new adventure!"

Something strange is happening on Sunny Island! Crops are popping up everywhere and growing out of control! If something isn't done soon, the once-tranquil island will be buried in an avalanche of vegetables! It's up to the player to solve the mystery of this produce predicament as they tame the crops and gather as many vegetables as they can!

Players can choose from 12 playable characters, each with their own unique story and abilities. See how the mystery unfolds from each character's perspective, and which Harvest Moon characters they meet along the way! The game features a variety of modes including Story Mode, the brain-teasing Mission Mode, and the action-puzzle excitement of Score Attack and Free Play Modes. Players can test their farming skills against their friends and family in Multiplayer Mode, and even play against people who don't have the Game Card via DS Download Play! Players can also unlock character art, music, and some special surprises in the Collection Room.

Harvest Moon: Frantic Farming is now available at retail. *Harvest Moon: Frantic Farming* is rated E for everyone by the entertainment software rating board (ESRB).

For more information, please visit 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

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