



NATSUME INC. ANNOUNCES NEW OFFICE OPENING IN JAPAN

Yasutaka “Taka” Maekawa Appointed Producer Of The Newly Opened Tokyo Office

Burlingame, CA. – June 4, 2013 – Natsume Inc., a worldwide developer and publisher of family-oriented video games, announced today the official opening of its Tokyo office, which will further expand the development of games for home and handheld game consoles, smartphones, and tablets worldwide.

The Tokyo office will be headed by newly appointed producer Yasutaka “Taka” Maekawa who will be responsible for development of all games and the overall management of the Tokyo office. Taka brings a wealth of experience having worked at Taito in Japan where he oversaw several games for both smartphones and tablets.

“The new Tokyo office, coupled with Taka’s experience, will strengthen Natsume’s ability to expand the business in the ever-growing smartphone and tablet games market,” said Graham Markay, Vice President of Operations at Natsume Inc. “We are absolutely thrilled to have Taka as part of the team and we know he will produce some truly entertaining games!”

“I am pleased to have an opportunity to work at Natsume Inc., and feel I have come full circle growing up playing Harvest Moon, Reel Fishing, and Pocky & Rocky and now developing the same kind of family-friendly, non-violent games I enjoyed as a child,” said Taka, Natsume Inc. Producer. “This is an exciting time for Natsume Inc. and I’m thrilled to be a part of it.”

“I am especially pleased to formally open our Tokyo office, said Hiro Maekawa President & CEO of Natsume Inc. “Taka’s natural abilities being both bilingual and bicultural, raised in both the US and Japan, together with his gaming experience makes him the perfect fit to expand the company globally.”

Players can follow all the news for all of the beloved Natsume franchises via www.natsume.com, or 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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