

**For Immediate Release:**

**For more Information:**

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**THE SHIP DATE OF AR TONELICO HAS BEEN POSTPONED**

The distinctive simulation role-playing game, Ar Tonelico, will be released in 2007.

Santa Ana, Calif. (Sep. 8, 2006) - NIS America, Inc. announced today that Ar Tonelico: Melody of Elemia for the PlayStation® 2 computer entertainment system has been rescheduled for a February 6, 2007 release.

Due to the extremely high volume of scripts and music, approximately three times more than that of Disgaea® 2: Cursed Memories, Haru Akenaga President of NIS America had decided to take a longer period of time for localizing Ar Tonelico: Melody of Elemia. "Because Ar Tonelico was such a huge hit in Japan, and it is an extremely distinctive title, I would like to provide the localization team

more time to work on this game in order to bring the highest quality product of this very new and exciting simulation role-playing game to our local customers. Moreover, Ar Tonelico is well known for the “Moé” (pronounced “mo-éh”) style RPG in Japan. I want the localization team to be able to express this popular Japanese feeling of Moe to the American gamers through the gameplay,” Haru Akenaga President of NIS America says.

Ar Tonelico: Melody of Elemia will be released in February 2007.

For further questions, please contact Nao Zook at [nao@nisamerica.com](mailto:nao@nisamerica.com).

### **About Ar Tonelico: Melody of Elemia**

Ages ago, the world was like any other. But, two apocalyptic wars changed everything. The sky has been sealed off by a deadly electromagnetic field and the ground is now an ocean of death. Humanity lives life peacefully suspended above the sea on continents powered by the magical tower of Ar Tonelico and protected by the knights of Elemia. However, evil is lurking upon humanity threatening the peace and balance of Ar Tonelico.

### **Key Features**

- Moé
- Interactions among characters reveal more depth of each character
- A new and unique “Song” battle system
- Virtual interaction with mood shifting characters
- Customizable weapons and items
- Over 300 creatable items
- Stunning animation

## **What is Moé?**

Moé has become one of the most popular words among Japanese "Otaku". Various definitions of Moé have been presented. However, it seems like each individual give different definitions to the word.

## **Here is what NIS America sees in the word, Moé:**

Moé is used when a person expresses his/ her feelings of adoration, admiration, and love toward fictional characters, which are unreachable or unobtainable. Moé is a combined feeling of innocence, purity, and naïve. This feeling is often non-sexual. A good example is if you could remember the feelings of your first love when you were young, those pure and indescribable fluttery feelings. The Japanese Otaku tend to have that innocent love and adoration toward videogame characters, and Ar Tonelico: Melody of Elemia contains many characters that embody those feelings. Interestingly, each individual may describe Moé differently from others; some might say it is sexual, some might not. NIS America would like to represent Ar Tonelico: Melody of Elemia as a game that recreates those innocent feelings once again.

## **About Banpresto**

Banpresto, a publisher and developer of console video games, arcade machines, and game machine prizes, was founded in April 1977 and became a subsidiary of Bandai Co., Ltd., in February 1989. In the amusement market, Banpresto continues to offer strategies that focus on the changes that occur in the business environment, while addressing the diversification of consumer lifestyles and tastes. Banpresto strives to offer new "fun, excitement, and surprises" to the market, and implements innovations for business expansion and competitive strength. At Banpresto, innovation is defined as involvement in further heightening their unique business model by realizing a full commitment to consumer perspectives and intensifying marketing ability.

## **About Gust Co., LTD.**

Gust Co., LTD. (Gust) was established on October 1st, 1993 in Nagano, Japan as an entertainment software developer. Gust is well known for developing the popular Atelier series, as well as for being the very first video game publisher in

Japan. Gust strives to create sensible new games that continually advance gaming technology to fulfill the dreams and expectations of their fans around the world.

### **About NIS America, Inc.**

NIS America's team members devote themselves to the fans. Our respect for our fans is at the heart of everything we do. As a growing strategy RPG publisher in the U.S., we are committed to continuous improvement and dedication.

In 2003, NIS America was established in Southern California to publish exciting and innovative game titles for North America. NIS America is a subsidiary of Nippon Ichi Software, Inc., a Japanese company famous for its unique line of strategy RPGs including titles such as Disgaea, Phantom Brave, and Makai Kingdom.

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