

For Immediate Release:



NIS AMERICA LAUNCHES AR TONELICO FOR THE PLAYSTATION®2
NIS America's all-new Role Playing Game will hit stores on February 6, 2007.

Santa Ana, Calif. (Feb 2, 2007) –NIS America, Inc. today announced the new RPG Ar tonelico for the North American market. With innovative features and game mechanics, Ar tonelico retains and exceeds all of the exceptional game quality shown in NIS America titles.

Developed and published in Japan by Banpresto Co., Ltd., Ar tonelico combines exceptional game play with content rich interaction features that are unlike anything else you will find in any role playing game. Gamers can not only customize weapons and items, but now design their character's personalities, skills, and appearance through virtual interaction, much like a sci-fi movie. Also, past events will intersect with future game play as well as the outcome of the game.

“Perhaps, Ar tonelico is the best non-strategy role playing game we've ever released. It's got an inviting battle system that is simple, yet challenging and a touching story with a kinky twist. Also, gamers will be delighted to know that Ar tonelico is entertaining as a role playing game and an interactive sim game.”, says Haru Akenaga, President of NIS America.

About Ar tonelico

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

- Virtual interaction with mood shifting characters
- Customizable weapons and items
- A new and unique "SONG" battle system
- Over 300 creatable items
- Stunning animation

About Banpresto Co., LTD.

Publisher and Developer of console video games, arcade machines, and game machine prizes, Banpresto was founded in April 1977. and became a subsidiary of Bandai Co., Ltd., in February 1989. In the amusement market, continues offer strategies that focus on the changes that occur in the business environment, as well as addressing the diversification of consumer lifestyles and tastes. Banpresto continues 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 our 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

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.

In 2003, NIS America was established in Southern California to publish exciting and innovative game titles for North America.

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.

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