

MEMORANDUM

TO: ALL STORES
FROM: STORE OPERATIONS
CC: DISTRICT MANAGERS
DATE: 2/6/2013
RE: POKEMON MELOETTA DISTRIBUTION
EVENT DATE: 3/4 to 3/24/13

Nintendo of America (NOA) and GameStop have partnered to deliver an exclusive download program for Pokémon. Your customers will get access to Meloetta. Meloetta can be downloaded into all recent versions of Pokémon Core series games which includes Pokémon Black Version, Pokémon White Version, Pokémon Black Version 2 and Pokémon White Version 2.

Your store will be delivering the Meloetta character to customers starting on 3/4 through 3/24. Please note: this character distribution is free to all customers. No purchase or pre-order is required to get Meloetta!

Enclosed in this shipment is what you need to get started!

- One (1) Pokemon Meloetta download cartridge
- Instruction Manual to install cartridge, set up and run the event (also posted on GO Stores)
- A sample script to provide examples of customer engagement.
- Pokemon Meloetta Counter Card to instruct customers on receiving Meloetta.
- Pre-paid, self-addressed envelope to return Pokemon Distribution cartridge after the Meloetta distribution has ended. (Return to Nintendo on 3/25 using this envelope!)

In addition to the materials above, your store will need to have a pre-owned DS, DSi, or DSi XL available to load the Meloetta Distribution Cartridge.

Quick-start Guide:

Install and test your Pokemon distribution cartridge using a pre-owned DS Unit using the instructions provided on GO Stores.

1. Your cartridge should be installed prior to opening on 3/4/13. This marks the beginning of our national campaign to distribute Meloetta
2. Contact Nintendo Retail Support (1-800-875-1852) immediately if you have any issues.
3. Insert the Nintendo provided cartridge into a charged DS/DSi system.
4. The DS System must be set to the correct time and date in order for the distribution to work. (If your date/time is incorrect, check out page 12 of the Instruction Manual).
5. You will know if there is a date/time issue if you receive an error message stating "Distribution not available now."
6. Select "Wireless Communication" and verify that it is on.
7. When the distribution is active, you should see the "Distributing" text on the screen.
8. Once tested, you should leave the DS turned on. It will automatically distribute the character.
9. After the distribution event has ended, place the Pokemon Meloetta Download Cartridge into the pre-addressed envelope provided and send back to Nintendo.

Thank you in advance for all of your support!

GameStop

Pokémon: Meloetta Distribution Event

Event Dates: 3/04 – 3/24

1-Counter Card - Set up Counter Card on counter next to Cash Wrap. **Important!** On event dates (3/04 - 3/24), place Counter Card on counter next to Cash Wrap so guests can follow instructions from poster.

2-Instruction Manual – This manual gives complete instructions on how to execute the Meloetta download. Please use manual on event dates **3/04 – 3/24**. All details, plus a Nintendo Retail Support number are included. **Important: Review this manual and test download Game Card before the event begins (see #4).**



3-Nintendo DS Game Card– Titled “Meloetta DISTRIBUTION”. Please make sure to test the DS Game Card **before** the start of the event and ensure that you see the "Distributing " text on the top screen of the DS. Once confirmed, please return this Game Card to your store safe until the event dates (**3/04 – 3/24**). On the event dates, please see instructions detailed above on how to execute the download. **Immediately after the event on 3/24, please see item #5 below on how to send the Game Card back to Nintendo. DO NOT LOSE THIS GAME CARD!**



4-Nintendo DS Game Card Return Envelope – Keep this envelope in a safe place (store manager’s office). **Immediately** after the event is over, please use this envelope to return the Nintendo DS Game Card (titled “Meloetta DISTRIBUTION”) used for the Meloetta distribution back to Nintendo. This envelope comes with a Return Shipping label already attached. Simply fill-out the return address on the label and call **1-800-PICK-UPS** to schedule a pick up. In addition, the tracking number *must* be recorded in Impact Planner.

Contact Michael Fritz (Michfr03@noa.nintendo.com) if any element is missing or damaged.

For any problems with the Meloetta download, please contact

Nintendo Retail Support at **1-800-875-1852**

Table of Contents

Foreword.....	4
Setting Up the Event	5
After the Event.....	6
Meloetta Distribution Manual.....	7
To Begin With.....	8
Important Information.....	8
How Customers can get Meloetta.....	9
What the customer needs to bring.....	9
What the customer must do at the event to receive Meloetta	10
What the customer must do to pick up Meloetta in the game.....	11
Problem Solving.....	12
HOW TO SET THE DS CLOCK.....	12
HOW TO ACTIVATE DSi WIRELESS COMMUNICATIONS.....	13

Dear GameStop Store Team,

Included in this Pokémon distribution manual are all of the tools that you will need to successfully execute your upcoming GameStop Pokémon distribution events.

On the Nintendo DS Distribution Game Card you've received is a very special Pokémon. This character, Meloetta, is exclusively available to be distributed on the specified dates of the GameStop promotion.

This character will only be available for distribution for a limited time, and this character is loaded onto your Nintendo DS Distribution Game Card. We need your assistance to ensure that this distribution is set up and deployed according to the schedule.

It is crucial that this Pokémon is not distributed or seen in any way by the public until the date of its respective distribution. Help us keep the secret which will help make this a successful promotion! By following these instructions included in this manual, your success is guaranteed.

If you have any questions or are missing Meloetta Game Card from your package, please *call* Nintendo Retail Support at **1-800-875-1852**.

We look forward to making this a great promotion for both GameStop and Nintendo of America Inc.!

Highest regards,
Pokémon Brand Group,
Nintendo of America Inc.

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Setting Up the Event

In your event package you should have the following:

- **1- Meloetta Distribution Game Card**
 - This is the Meloetta Game Card that distributes the Promotional Pokémon. This Game Card is time coded to distribute the Pokémon on the specified date of the event
 - All that is required for this promotion is a Nintendo DS handheld set to the correct current date
 - Once the Game Card is inserted and the Handheld is turned on, the handheld can be left out of sight
 - Since the distribution is a beacon, customers don't need to see the handheld in order to receive the Pokémon
- **1- Self Sealing Shipping Envelope**
 - This is an envelope that will be used to return your Meloetta Game Card back to Nintendo
 - Please keep this envelope in a safe place until it is needed after the event is over on **3/24/13**
- **1- Counter Card**
 - This counter card is to promote the distribution event
 - It will also explain the Meloetta event in Black, White, Black 2 and White 2 in order to get the Resolute form of Meloetta
- **1-Tear Pad**
 - This tear pad is an opportunity to promote the Meloetta event in Black, White, Black 2 and White 2
 - This will also promote the upcoming Pokémon products coming soon.

After the Event

Once the event ends on **3/24/13**, please follow these directions

- Remove the Meloetta Game Card from the Nintendo DS for the distribution and seal it in the shipping envelope provided for the event
 - If the shipping envelope is missing, please find another envelope or container to ship the Game Card back to Nintendo or hold on to the Game Card and give that Game Card to your NMI representative
 - Here is the address if you need to send the Game Card back, please ship the Game Card back to Nintendo to the following address:

Nintendo of America
c/o Michael Fritz
12521 128th LN NE
Suite B
Kirkland, WA 98034-7714

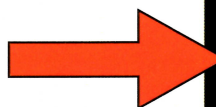
**FOR ANY PROBLEMS, PLEASE CONTACT
NINTENDO RETAIL SUPPORT AT
1-800-875-1852**

The Meloetta Distribution Manual

(Only available for Pokémon Black Version, White Version, Black Version 2 and White Version 2)

YOUR NINTENDO DS SYSTEM MUST BE SET TO THE CORRECT TIME AND DATE IN ORDER FOR THE DISTRIBUTION TO WORK. IF YOUR DISTRIBUTION DS IS not set to the correct date, PLEASE SEE THE PROBLEM SOLVING SECTION ON PAGE 12 TO SET THE DATE.

YOU WILL KNOW IF YOUR SYSTEM IS NOT PROPERLY SET IF YOU SEE THE FOLLOWING SCREEN OR IF YOU ARE NOT CURRENTLY IN ONE OF THE DISTRIBUTION PERIODS.



PLEASE REMEMBER THE DISTRIBUTION PERIOD FOR THIS SPECIAL POKÉMON:

Mar. 4th TO Mar. 24th

PLEASE MAKE SURE YOU TEST THE Meloetta GAME CARD BEFORE THE START OF THE ACTUAL DISTRIBUTION EVENT AND ENSURE THAT YOU SEE THE "Distributing" TEXT ON THE TOP SCREEN OF THE DS.

**For any problems, PLEASE CONTACT NINTENDO RETAIL SUPPORT AT
1-800-875-1852.**

To Begin With...

Because this is a special Pokémon, customers can only get one of this Pokémon on their Pokémon Black Version, Pokémon White Version, Pokémon Black Version 2 or Pokémon White Version 2 DS card. If they attempt to get it again, they will see the screen shown to the right:

They will not be able to get another of this special Pokémon, even if they release it or trade it away.

For more information, please see the Problem Solving section on page 12.



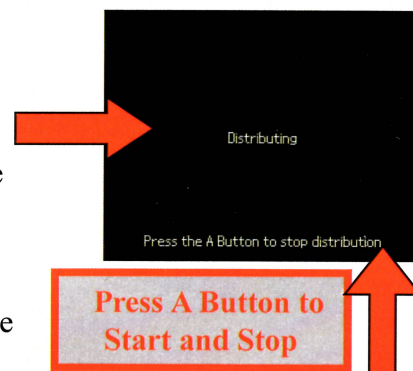
Do not show the distribution equipment to customers. We would like to keep the magic of Pokémon alive for the children. Think of the children!

Once the program loads, Press the A Button to activate the distribution.

Make sure "Distributing" is blinking on the screen.

If for some reason the Meloetta Game Card does not work properly, please turn off the power, remove the distribution card, reinsert it, then turn the power back on.

The Distribution will still work when the Nintendo DS is closed—to ensure that it is still distributing, simply make sure the green light is blinking.



!!!IMPORTANT!!!

- ❖ Please be careful not to break or lose the distribution Game Card.
- ❖ At the end of the Meloetta event, the Game Card **MUST** be returned to Nintendo.
- ❖ We ask for your cooperation in ensuring that the Pokémon distribution Game Card is returned.
- ❖ The loss of the Pokémon distribution Game Card could jeopardize future Pokémon promotions.

How Customers can get Meloetta

【What the customer needs to bring】

1. Nintendo DS, DS Lite, DSi/DSi XL or 3DS/3DS XL system



2. Pokémon Black Version, Pokémon White Version, Pokémon Black Version 2 or Pokémon White Version 2 Game Card for the Nintendo DS



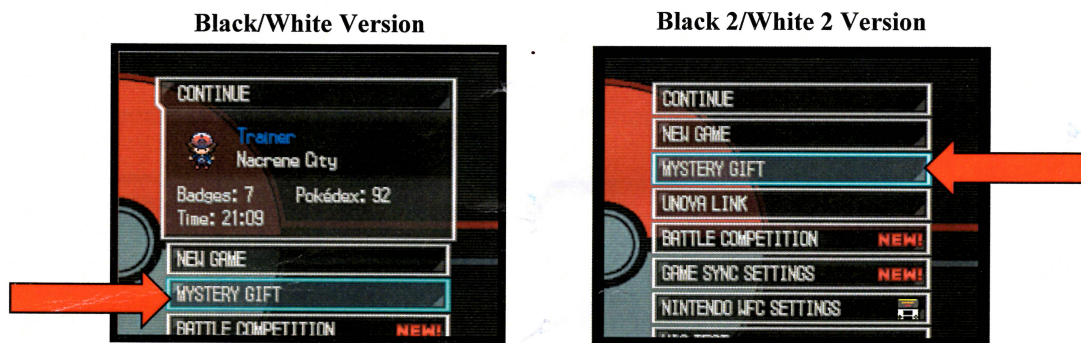
【Important things that the customers should know】

- ❖ They can only get one Meloetta on each Pokémon Black Version, Pokémon White Version, Pokémon Black Version 2 and Pokémon White Version 2 Game Card
- ❖ For those who have a Nintendo DSi and can't receive the Meloetta, they might not have turned their DSi Wireless Communications on. (See page 12)

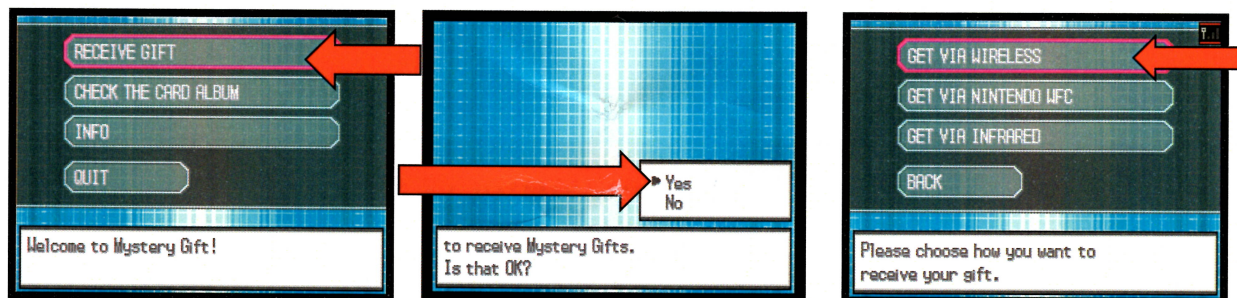
How Customers can get the Meloetta

【 What the customer must do at the event to receive Meloetta 】

Select MYSTERY GIFT on the main Menu
(move to within 15 feet of distribution if it doesn't show)



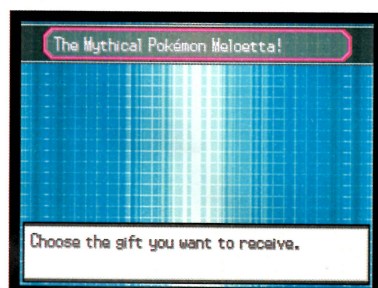
Select "MYSTERY GIFT" from
the front end menu



Select RECEIVE GIFT

Select YES to open wireless
communications

Select GET VIA WIRELESS



Press the A Button to receive
Meloetta once this screen
appears



The Meloetta wonder card will be
saved onto the game

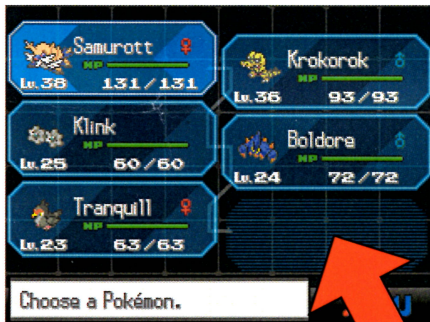


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How Customers can get the Meloetta

【What the customer must do to pick up Meloetta in the game】

They do not need to be around the distribution Nintendo DS after receiving their Meloetta Wonder Card.



Make sure there is at least one space open in the players' Pokémon party.



Go to any Pokécenter found in any town.
(A red and white building within town.)



Talk to the Deliveryman in blue across from the counter.



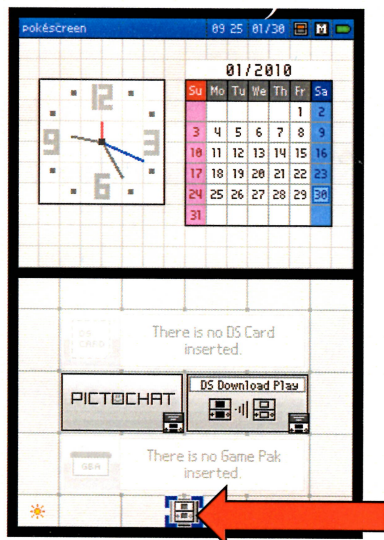
He will give you a Pokémon as long as there is room in the party.



Make sure to save the game after you get the Pokémon.

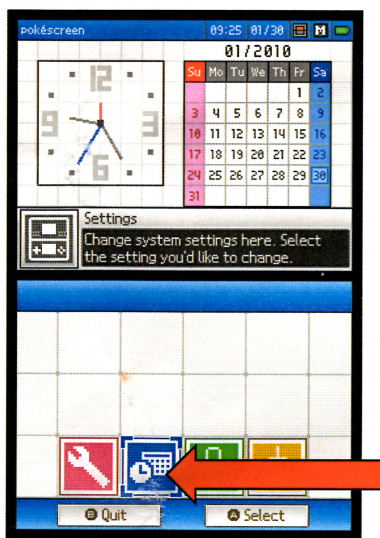
PROBLEM SOLVING

(HOW TO SET THE NINTENDO DS CLOCK)

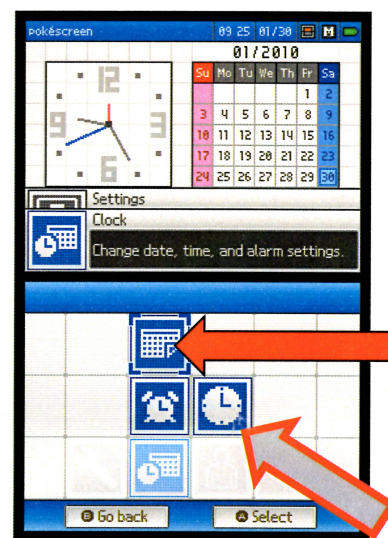


1) Make sure there is no Game Card in the DS and then turn it on.

2) Select the small DS icon on the bottom of the touch screen.

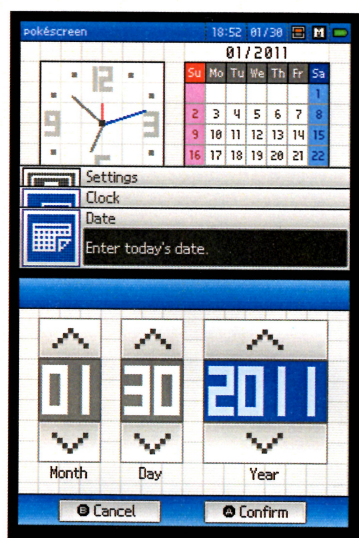


3) Select the blue button with the clock and calendar on it.



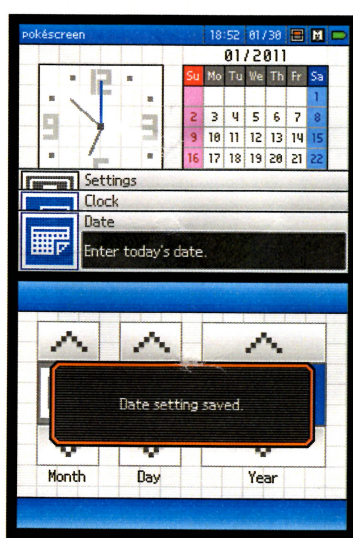
4) Select the blue calendar on the top of the touch screen.

4.1) The time can be set in the same way by choosing the blue clock.

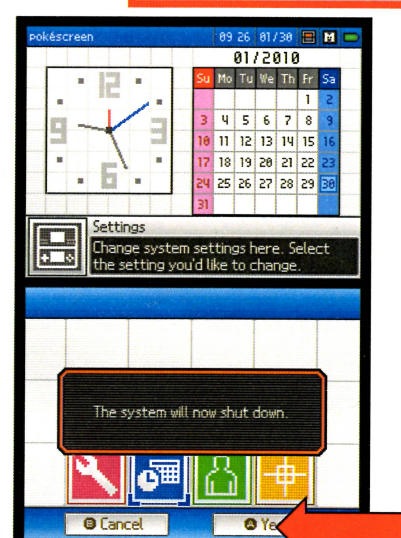


5) Set the calendar to the correct date.

6) Select "Confirm" on the bottom of the touch screen.



7) Once the date is saved, press the B Button until the Nintendo DS system tells you it has to power down.



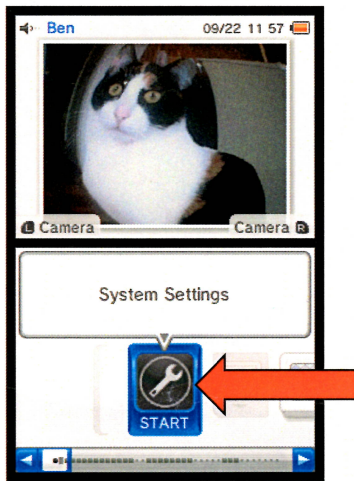
8) Select "Yes" or Press the A Button to confirm. The system will turn off.

9) Insert the Legendary Pokémon Trio distribution card, then turn the power on.

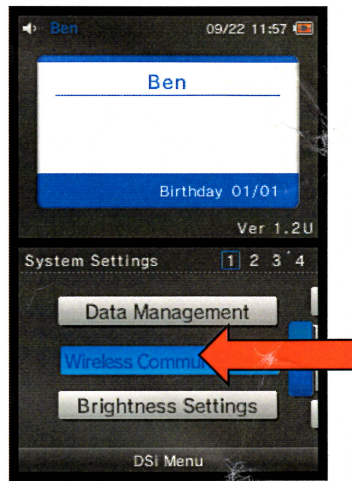
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PROBLEM SOLVING

(HOW TO ACTIVATE NINTENDO DSi WIRELESS COMMUNICATIONS)



1) When the Nintendo DSi powers on, select System Settings from the DSi Menu.



2) In the System Settings menu, select the Wireless Communications button.



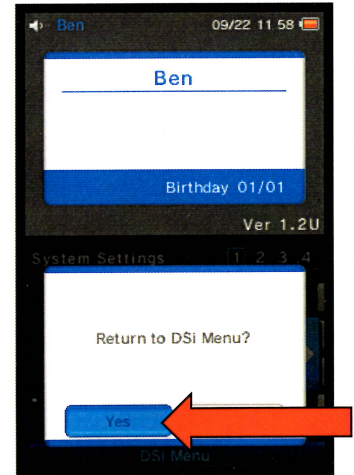
3) Once in the Wireless Communications menu, Select the ON button.



4) Once the ON button is highlighted, select the OK button at the bottom of the screen.



5) Now that Wireless Communications are on, return to the DSi Menu by selecting the DSi Menu button at the bottom of the screen.



6) Now select the Yes button to return to the DSi Menu.