

HOLY INVASION OF PRIVACY BADMAN: WHAT DID I DO TO DESERVE THIS? COMING TO PLAYSTATION®PORTABLE IN JULY 2009

Santa Ana, CA (Apr 7, 2009) – NIS America announced today that the retro classic themed strategy game “Holy Invasion of Privacy Badman: What Did I Do to Deserve This?” will be arriving in North America in July 2009.

As a critically acclaimed strategy game in Japan, Badman will make its presence felt in the west this summer. From its retro-classic art style to its simple, yet intuitive game play, Badman is the anti-trend of games today. However, for players looking for a refreshingly new game experience, Badman offers more than plenty.

About Holy Invasion of Privacy, Badman!

The goal of the game is clean and simple: As the God of Destruction, you must create a dungeon that is difficult and powerful enough to fend off human hero invasions. The dungeon must have a self-sustaining ecosystem, so players must strategically dig and create a dungeon with a balanced food chain. Periodically, human heroes will invade the dungeon in order to bring peace and harmony to the world, but they are your enemies. You must destroy the heroes before they capture the Overlord and take him back to the surface.

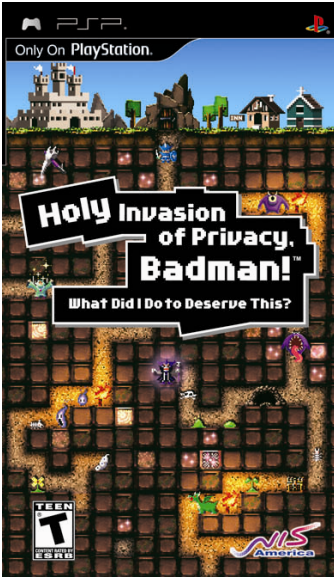
About Holy Hidden Codes, Badman Online Contest

Test your searching and mystery solving skills by participating in the Hidden Code Contest. Grab the secret code below and enter it into our online system to get your first clue. Each clue will lead you to a new code which ultimately will lead you to the mystery page. What lies in this page will be slowly revealed through player exploration.

Contest begins on 4/10/2009

Secret Code: BM579842LM

Enter secret code at this webpage: <http://www.holybadman.com/>



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.

About Sony Computer Entertainment

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is an innovative handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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RELEASE DATE	July 2009
PLATFORM	PlayStation®Portable
GENRE	Strategy
PLAYER(S)	1~2
ESRB	Teen
PUBLISHER	NIS America
DEVELOPER	Sony Computer Entertainment
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