



March 4, 2008
Interactive Program Guide, Inc.
Nintendo Co., Ltd.

"G-GUIDE for Wii" Service Launched

~A New TV Program Information Service that Will Make Your Family Smile~

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the "G-GUIDE" electronic program guide (EPG) service, and Nintendo Co., Ltd. ("Nintendo," based in Minami-ku, Kyoto, President: Satoshi Iwata), jointly launched a new EPG service, "G-GUIDE for Wii" (Official name: "*Terebi no Tomo Channel* (TV's Friend Channel) G-GUIDE for Wii"), that will be available on the Wii[®] video game console starting today.

IPG aims to promote and spread TV program information through its EPG service "G-GUIDE," based on official program data (SI data) from broadcasters nationwide, in preparing towards the complete transition to terrestrial digital broadcasting in 2011, while Nintendo aims to "expand the game population," and develop an ideal relationship between the family, TV, and "Wii." Based on these aims, IPG and Nintendo will jointly deliver the "G-GUIDE for Wii" service as one channel of the internet-connected "Wii Channels".

By making intuitive and easy-to-use operability of "Wii", "G-GUIDE for Wii" makes searching for programs, and the living room TV experience in general, more enjoyable. We hope that "G-GUIDE for Wii" will help bring TV back as a central tool for family communication, and liven up the family living room.

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