

DSi midnight launch at GAME



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GAME stores across the UK will hold midnight openings on Friday 3rd April to celebrate the launch of the next generation DS from Nintendo, the DSi. Lucky GAME customers will be able to get their hands on the new device as soon as it is officially available in the country.



The selected stores will open at 11.30pm for customers who have already pre-ordered the new console. With pre-orders for the DSi more than double the total for its predecessor the DS Lite, teams in the stores are gearing up for a busy night and weekend.

Many customers have taken advantage of GAME's trade-in offer which allows customers to buy a Nintendo [DSi for half price](#) if they trade in another console.

GAME stores across the UK will also be opening at 7am on the morning of 3 April to meet demand, and managers have confirmed that limited quantities of stock, which hasn't already been allocated to a customer who has pre-ordered, will be available.

The [Nintendo DSi](#) has some great new features including touch screen technology, two cameras and the ability to play music. With larger screens, built in internet browsing capabilities and an even slimmer

design, the DSi redefines gaming on the go. Customers will be able to play all the games they have from their DS Lites on the new DSi.

Anna Macario, Marketing Director at GAME, said: "We're looking forward to welcoming our customers at midnight or first thing on Friday morning who have been eagerly waiting this new hardware from Nintendo. We know they'll want to get their hands on it at the earliest opportunity so we've made it as easy as possible. The launch of a new Nintendo handheld is always a major event, and our customers know that GAME will do everything possible to help them buy one as quickly as they can."

Anna added "We've worked very hard with Nintendo to create a high impact campaign on high streets and in shopping centres all over the UK, so customers will be very aware of the launch. There will be a lot of activity in our stores to help customers upgrade to the DSi, and get some great deals and products at the same time."

Notes to editors:

About

GAME:

GAME is a specialist European retailer of PC and video games, video consoles and related accessories. GAME caters for all formats, including [Xbox](#), Wii, [PS3](#) and the new Nintendo DSi. The company operates from over 1,162 stores, concessions and franchises in the UK, Eire, Sweden, Denmark, Norway, Spain, Portugal, France and Australia. Together with its online shopping services, GAME's aim is to be the destination of choice for every consumer.

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