

GAME Gears Up for Launch of Nintendo DSi with Buy Back Offer



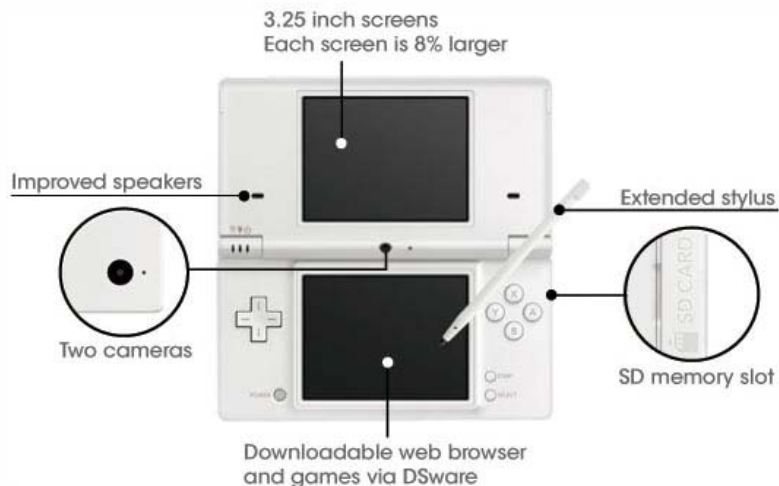
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GAME, the European video game and console retailer, is preparing for the launch of Nintendo's DSi, the third incarnation of its DS console, due for release on 3rd April.

The [Nintendo DSi console](#) is a successor to the widely popular DS Lite and includes an array of new features including two cameras, web browser, memory card and a larger touch-sensitive screen.



[GAME](#) customers can pre-order the DSi on GAME's website, with pre-orders made on the site guaranteeing delivery of the DSi on the day of its launch.

GAME is also offering its customers the opportunity to trade-in their DS Lite for £50 in cash or £75 worth of in-store vouchers when they pre-order the DSi online. The Nintendo DSi sold 1 million units in the first two months of its launch in Japan last November.

The [Nintendo DSi](#) features a range of new features that aim to make portable gaming more interactive than ever. The new features include a digicam and webcam with touch screen picture editing, built in DSi web browser and the ability to download DSWare, such as games and software. The DSi is 12% slimmer than the DS Lite, adding to its portability, and boasts a screen that's 17% bigger than the previous DS console, with improved speakers and audio capabilities.

*"The launch of a new console is always an exciting event," said **Alex Croft, MD of GAME Group Online Business**, "DSi has managed to pack even more innovation into what was already an inventive portable console. Our customers can't wait to get their hands on one, and if the Japan launch is anything to go by, we're going to see a lot of interest in the coming months."*

About

GAME is a specialist European retailer of PC and video games, video consoles and related accessories. GAME operates from over 1,300+ stores, concessions and franchises in the UK, Eire, Sweden, Denmark, Norway, Spain, Portugal, France and Australia. Together with an online shopping service the company's aim is to be the destination of choice for every consumer.

GAME:

For more information on the Nintendo DSi and [Nintendo DSi bundles](#) please visit the GAME website. Corporate information can be located at www.gamegroup.plc.uk

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