



ANTI-PIRACY PROGRAM





NINTENDO ANTI-PIRACY PROGRAM



1. SUMMARY

Nintendo has become a household word around the globe, and its video games have become a multi-billion dollar industry. A single game can take many people a year or more to create and costs millions of dollars to develop, manufacture, market and distribute. Unfortunately, Nintendo and its over 100 independent publishers and developers lose over a billion dollars a year to piracy, as their video game products are prime targets for international pirates and counterfeiters. These losses rival those of other copyright industries, including movies, music and computer software. Despite Nintendo's aggressive anti-piracy program, the problem remains one of staggering proportions.

2. NINTENDO VIDEO GAME PRODUCTS

Nintendo Co. Ltd., located in Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment for over 100 years. **Nintendo of America Inc.**, based in Redmond, Washington, serves as headquarters for Nintendo's operations in North America and is responsible for operating Nintendo's global anti-piracy program (outside of Japan).

Nintendo video game products are marketed worldwide through affiliates and independent distributors. Nintendo's video game systems include:

- *Game Boy* (1989) - a hand-held video game system that plays proprietary game cartridges;
- *Nintendo 64* (1996) - a three-dimensional 64-bit home video game system;
- *Game Boy Pocket* (1996) - a hand-held video game system 30% smaller than the original Game Boy system that featured the first LCD (liquid crystal display) screen and 8 bit central processing unit;
- *Game Boy Color* (1998) - a hand-held video game system featuring a color screen;
- *Game Boy Advance* (2001) - a hand-held Game Boy system with a newly designed vertical color screen;
- *Nintendo GameCube* (2001) - a cube-shaped home video game console that plays proprietary optical media software;
- *Game Boy Advance SP* (2003) - a redesigned Game Boy system with an integrated LCD light and rechargeable battery;
- *Nintendo DS* (2004) - a portable, personal, entertainment and communications unit including dual screens, touch control and wireless gameplay;
- *Nintendo DS Lite* (2006) - a Nintendo DS system with a brighter screen, repositioned start and select buttons, longer stylus and console that is two-thirds smaller and twenty percent lighter than its predecessor;
- *Wii* (2006) - a compact, home video game console using wireless Bluetooth technology, which plays proprietary optical media software (in addition to Nintendo GameCube games) and incorporates a wireless controller that uses a three-axis motion sensor;
- *Nintendo DSi* - (2009) - a Nintendo DS Lite system with larger screens, a built-in-camera, imaging software, flash memory and can serve as a digital music player, with audio playback and audio recording options.

3. INDEPENDENT PUBLISHERS

Nintendo has licensed a number of companies to develop and sell video game software and accessories for each of its video game systems.

The licenses granted by Nintendo permit the utilization of Nintendo's trademarks, including NINTENDO, GAME BOY, GAME BOY COLOR, GAME BOY ADVANCE, GAME BOY ADVANCE SP, NINTENDO 64, NINTENDO GAMECUBE, NINTENDO DS, NINTENDO DS LITE, NINTENDO DSI, WII and the OFFICIAL NINTENDO SEAL OF QUALITY, in conjunction with authorized video game products sold by the licensee companies. Licensees also use Nintendo's proprietary technology, copyrights and patents.

4. OTHER LICENSED PROPERTY OWNERS

Some video games developed and sold by Nintendo and its independent publishers are based on rights granted by licensed property owners from such sources as movies, television, sport celebrities, sports leagues, arcade games, comics, etc. These licensed property owners own various copyrights and trademarks.

5. INTELLECTUAL PROPERTY RIGHTS

Nintendo owns or controls the copyrights in all aspects of its video game products worldwide. Nintendo also owns or controls trademark registration for the NINTENDO trademark, the names of the various video game systems and the titles of many of the *Nintendo* video games. In addition, Nintendo secures various patents, industrial design registration and rights in integrated circuit layouts in many aspects of *Nintendo* video game products.

6. SCOPE AND IMPACT OF NINTENDO VIDEO GAME PIRACY

Nintendo estimates that together with its licensees and developers, it lost worldwide sales valued at \$975million alone due to video game piracy in 2007. Lost sales have additional incalculable, but costly, effects as innovation and creative development are deterred due to lack of funding and as buyers are forced to pay higher wholesale and retail prices necessary to offset losses.

7. ENFORCEMENT EFFORTS

Nintendo has undertaken an aggressive worldwide campaign since the late 1980's to stop the production and distribution of pirated video game products. Nintendo's efforts have included:

- Registering its intellectual property rights in countries worldwide;
- Incorporating technological advancement and security systems in *Nintendo* video game products to help thwart pirates;
- Working directly with U.S. and foreign government officials to stimulate stronger anti-counterfeiting laws, policies and actions;
- Training and assisting customs services in many countries to identify, confiscate and destroy counterfeit *Nintendo* products;
- Assisting law enforcement authorities in training and investigations designed to seize counterfeit goods, leading to criminal actions;
- Introducing customer screening protocols and a high level of responsibility into the semiconductor industry to stop counterfeit components at the source; and
- Promoting of civil infringement suits worldwide, targeting hundreds of defendants with excellent results.

Should you have any questions regarding the detection of counterfeit *Nintendo* products, please do not hesitate to contact us.



**TIPS TO DETECT COUNTERFEIT *NINTENDO* HANDHELD SOFTWARE
(*GAME BOY COLOR, GAME BOY ADVANCE, GAME BOY ADVANCE SP, NINTENDO DS*
NINTENDO DS LITE AND NINTENDO DSI)**

The following features will be a strong indication of a counterfeit *Nintendo* Product:

1. Components (game boxes, instruction manuals, pc boards, game labels and plastic gamepak housings) shipped separately.
2. Missing or misspelled *Nintendo* trademark on the PC board.
3. A spot of black or gray epoxy glue is used to cover a counterfeit semiconductor chip on the PC board.
4. Counterfeit semiconductor chips on the PC board.
5. Missing or incomplete manuals.
6. Blurred printing, faded, discolored or poor quality cartridge labels or packaging.
7. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging and on cartridge label.
8. Pricing is below normal wholesale or retail.

1. Components shipped separately.



1. Components shipped separately.



1. Components shipped separately.



2. Missing or misspelled *Nintendo* trademark on the PC board.

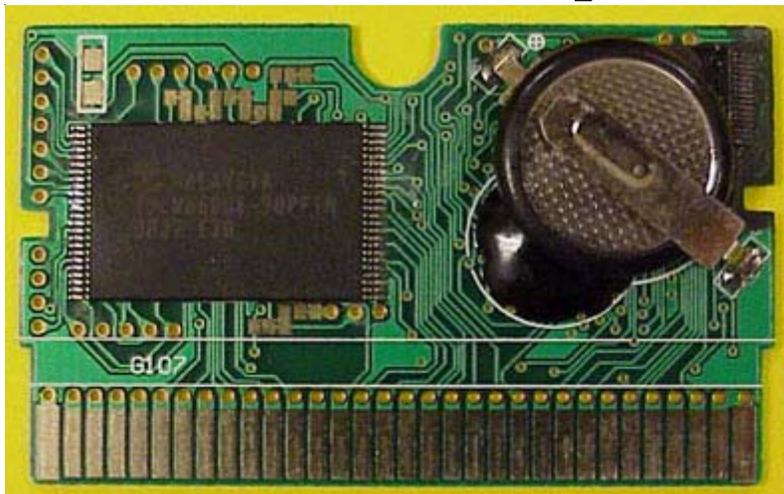
Genuine Sample



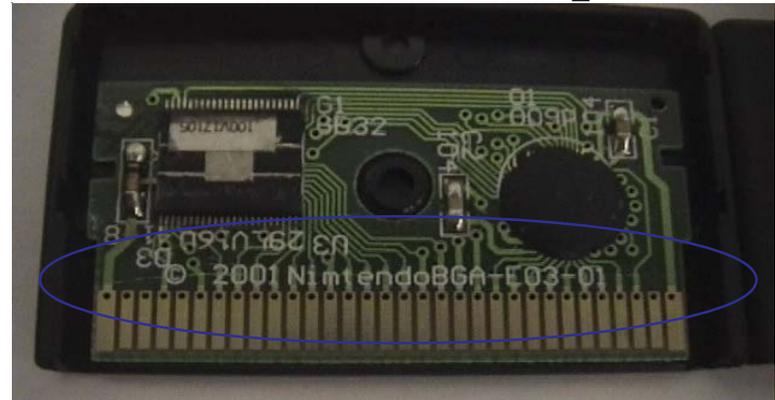
Genuine Sample



Counterfeit Sample



Counterfeit Sample



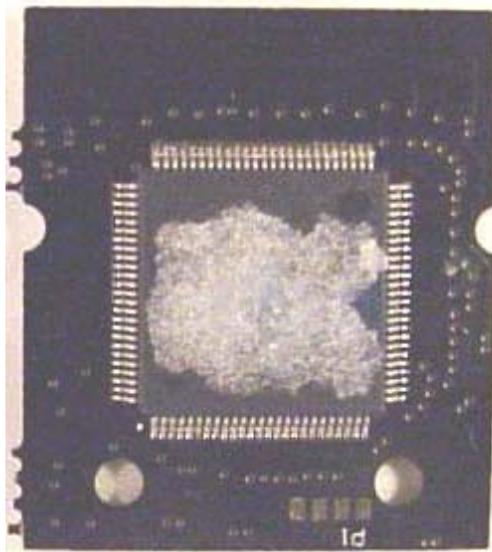
2. Missing or misspelled *Nintendo* trademark on the PC board.

Genuine Sample



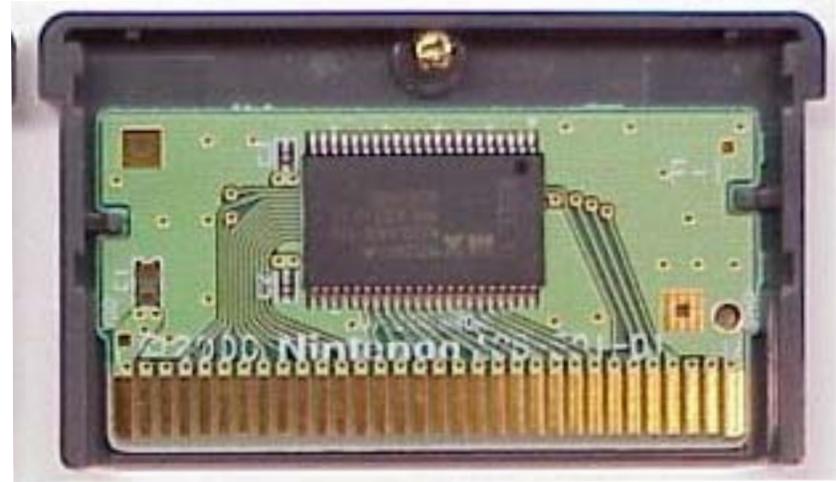
Nintendo trademark
on genuine PC board

Counterfeit Sample

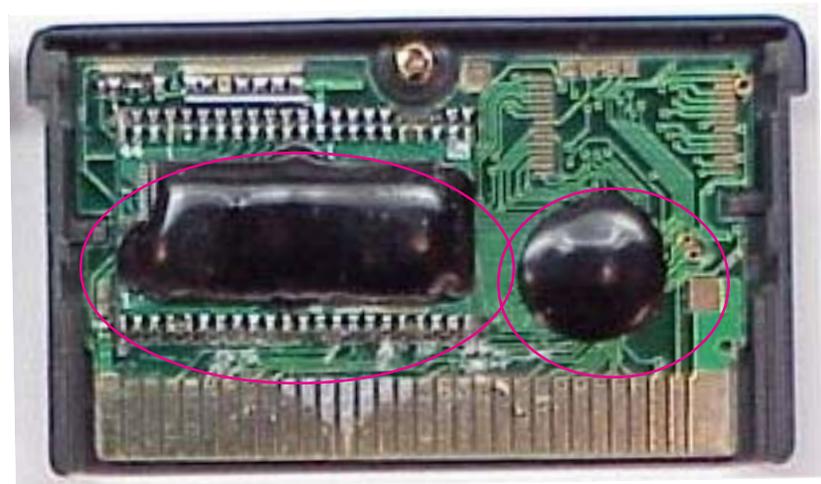


3. Counterfeit semiconductor chip on the PC board, characterized by a spot of black or gray epoxy glue.

Genuine Sample



Counterfeit Sample



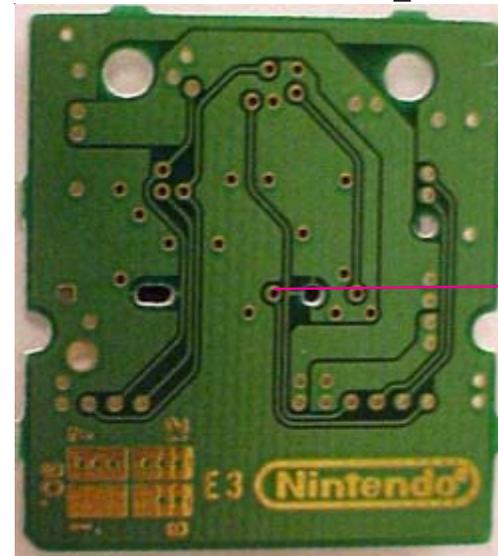
4. Counterfeit semiconductor chips on the PC board.

Nintendo DS PC Board Comparison

Genuine Sample

Genuine Sample

A semiconductor chip made by *Nintendo's* authorized manufacturer

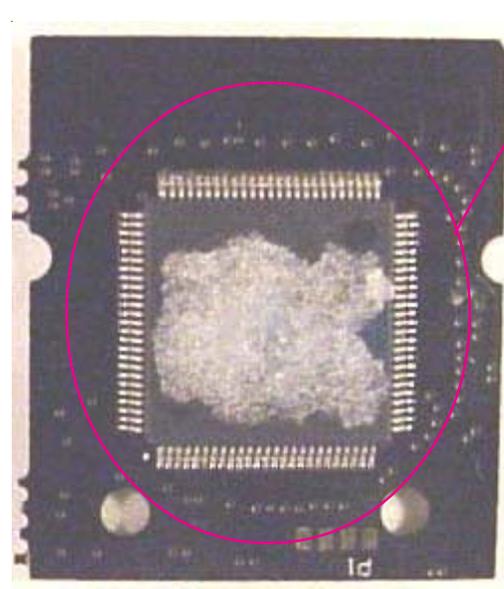
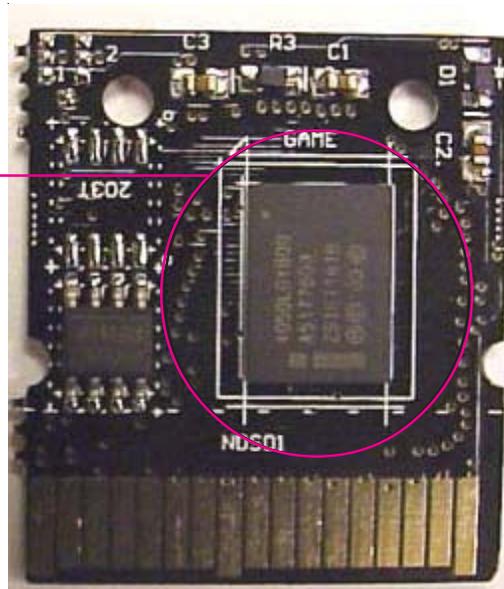


No semiconductor chip on the back of the PC board

Counterfeit Sample

Counterfeit Sample

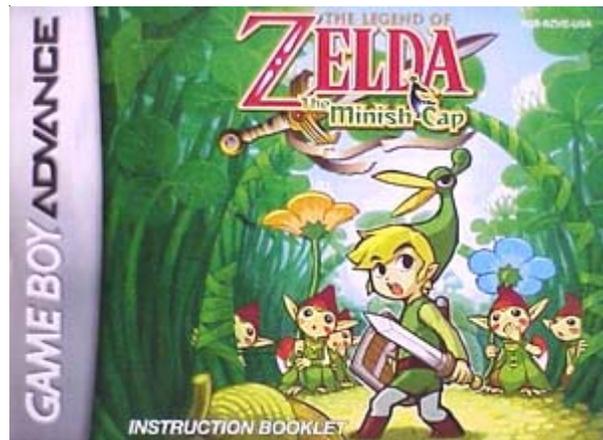
A counterfeit semi-conductor chip produced by an unauthorized manufacturer



A counterfeit, semi-conductor chip on the back of the PC board

5. Missing or incomplete manuals.

Genuine Game Boy Advance Package



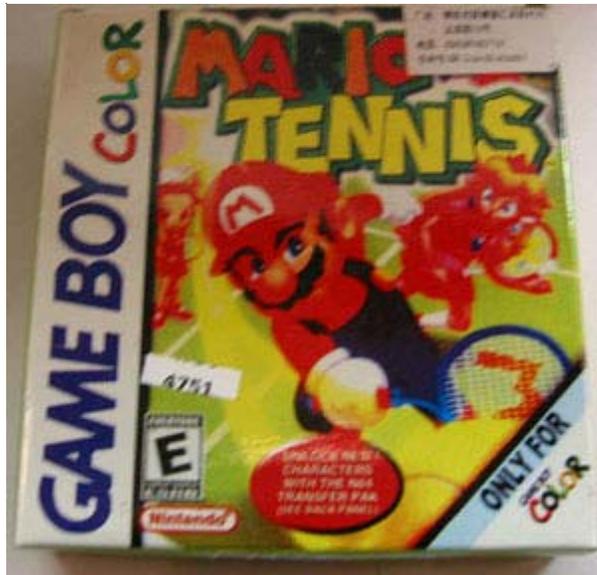
5. Missing or incomplete manuals.

Counterfeit *Game Boy Advance* Package Samples



6. Printing is often blurred, faded, discolored or poor quality on counterfeit cartridge labels or packaging.

Counterfeit Samples



7. The Official Nintendo Seal of Quality on packaging and cartridge labels is often missing or low quality.

Genuine Samples

U.S. Canada and Latin America



Europe



7. The Official Nintendo Seal of Quality trademark on packaging and cartridge labels is often missing or low quality

Counterfeit Samples



8. Pricing is below normal wholesale or retail.



118.00 Chinese Yuan equals approximately \$17.75 U.S. dollars (USD) or \$21.50 Canadian dollars. Retail price should be between \$25-30 USD or \$30-\$35 Canadian.

8. Pricing is below normal wholesale or retail.

Nintendo DS Lite



Lighter. Brighter.

NINTENDO DS[™] lite

Hardware

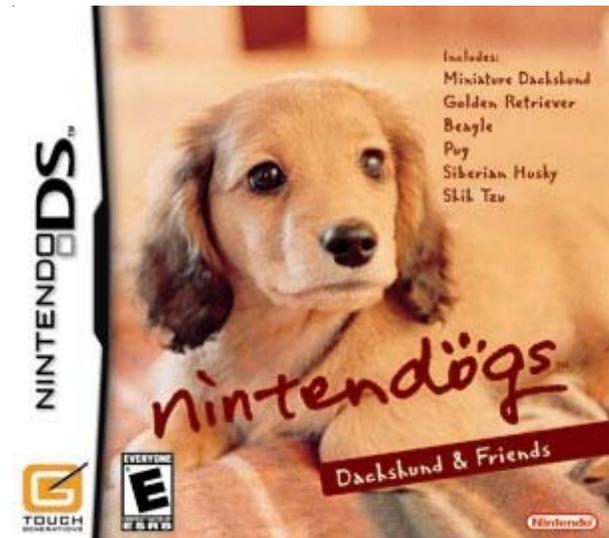
US MSRP \$129.99

Canada MSRP \$169.99

Software

US MSRP \$29.99-\$39.99

Canada MSRP \$34.99-\$46.99



8. Pricing is below normal wholesale or retail.

Nintendo DS



Hardware

US MSRP \$129.99

Canada MSRP \$169.99

Software

US MSRP \$29.99-\$35.99

Canada MSRP \$35.99-\$47.99



8. Pricing is below normal wholesale or retail.

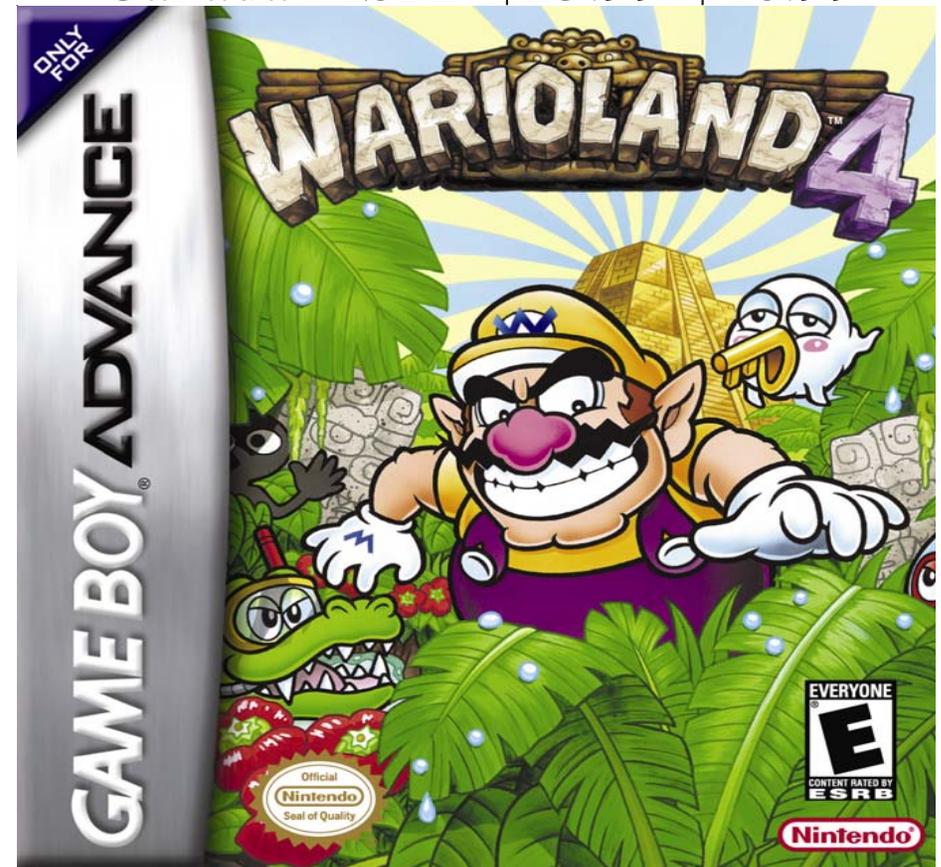
Game Boy Advance SP

Hardware US MSRP \$79.99

Canada MSRP \$95.99

Software US MSRP \$19.99-\$39.99

Canada MSRP \$23.99-\$46.99



8. Pricing is below normal wholesale or retail.

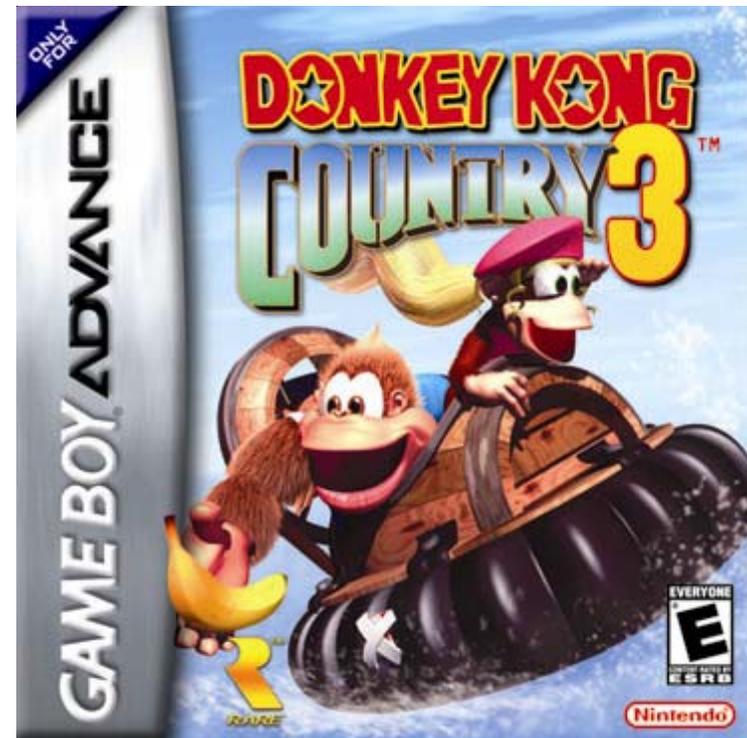
Game Boy Micro

Hardware US MSRP \$99.99

Canada MSRP \$129.99

Software US MSRP \$19.99-\$39.99

Canada MSRP \$34.99-\$46.99



8. Pricing is below normal wholesale or retail.

Game Boy Advance

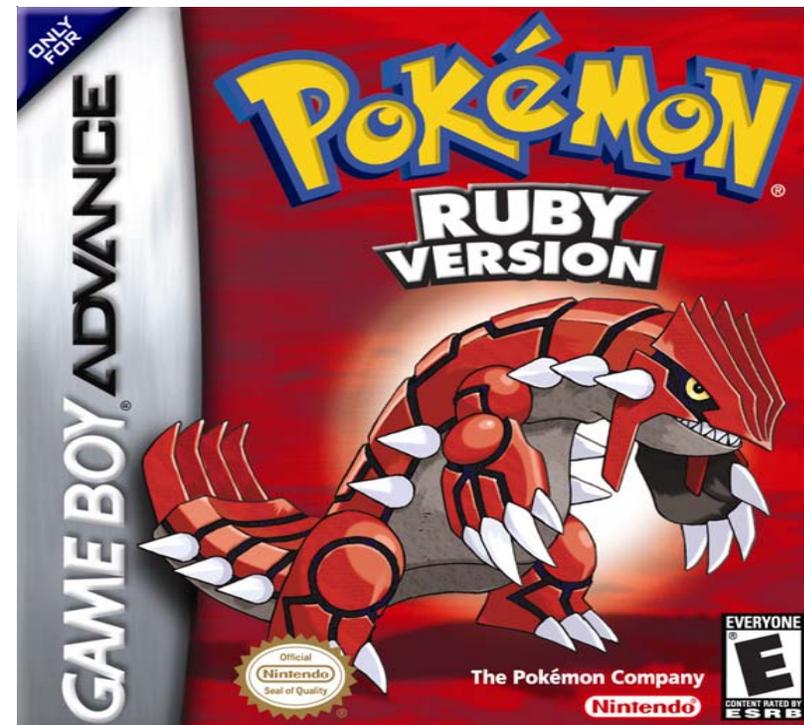


Game Boy Advance Systems

US MSRP \$79.99

Canada MSRP \$95.99

Software US \$19.99-\$39.99 & Canada \$22.99-\$46.99



8. Pricing is below normal wholesale or retail.
Unique *Game Boy Advance* software



Some *Game Boy Advance* cartridges are shaped differently, as they contain a motion sensor known as a “gyro” sensor. This design enlarges the cartridge slightly, as with “*Yoshi Topsy Turvy*” shown on the left.

Unique *Game Boy Color* software

Some *Game Boy Color* cartridges are shaped differently, as they contain a “rumble feature” allowing players to feel the game vibrate. This design usually demands a battery compartment, thus the cartridge is slightly larger than normal.



Software US MSRP \$9.99-\$39.99

Canada MSRP \$11.99-\$46.99

(Prices reflect both *Game Boy Color* and *Game Boy Advance* software)

8. Pricing is below normal wholesale or retail.

Game Boy Color



Game Boy Color Systems
US MSRP \$49.99
Canada MSRP \$59.99

Software MSRP
US \$9.99-\$29.99
Canada \$11.99-\$34.99





TIPS TO DETECT COUNTERFEIT *Wii* SOFTWARE

The following features will be a strong indication of counterfeit *Wii* software:

1. Components (plastic game cases, instruction manuals, game labels and *Wii* discs) shipped separately.
2. *Wii* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.
4. Missing or poor quality Nintendo Seal of Quality trademark on packaging; *Wii* disc packaging is blurred, faded or discolored.
5. *Wii* disc case is not standard size either in height or width; inside of *Wii* disc case is missing logos or instruction manual.
6. Pricing is below normal wholesale or retail.

1. Components (plastic game cases, instruction manuals, game labels and *Wii* discs) shipped separately.



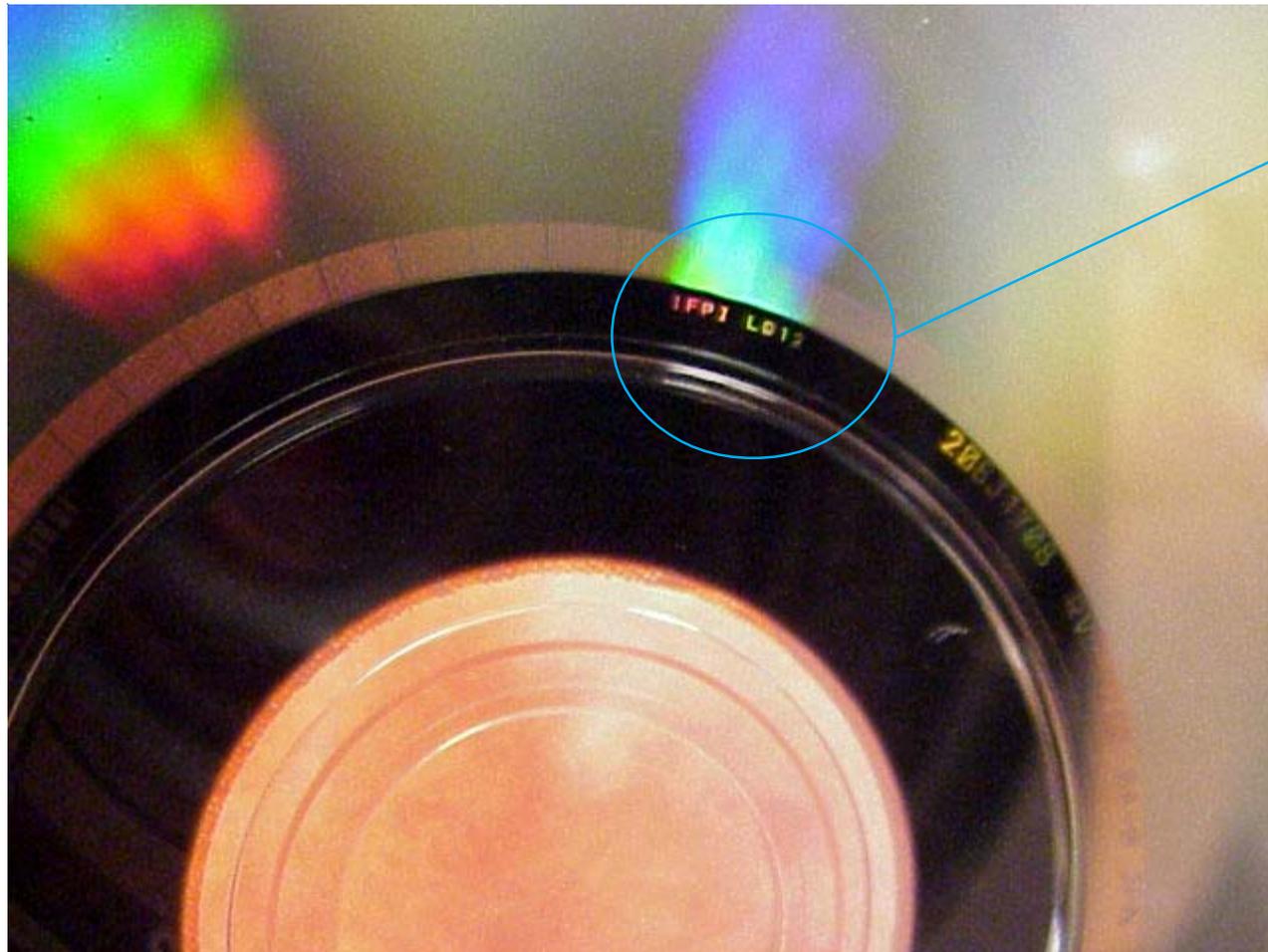
2. *Wii* disc has a blue, green or purple colored back; disc depicts hand written title or no title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Counterfeit *Wii* Disc



3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc may contain Chinese text.

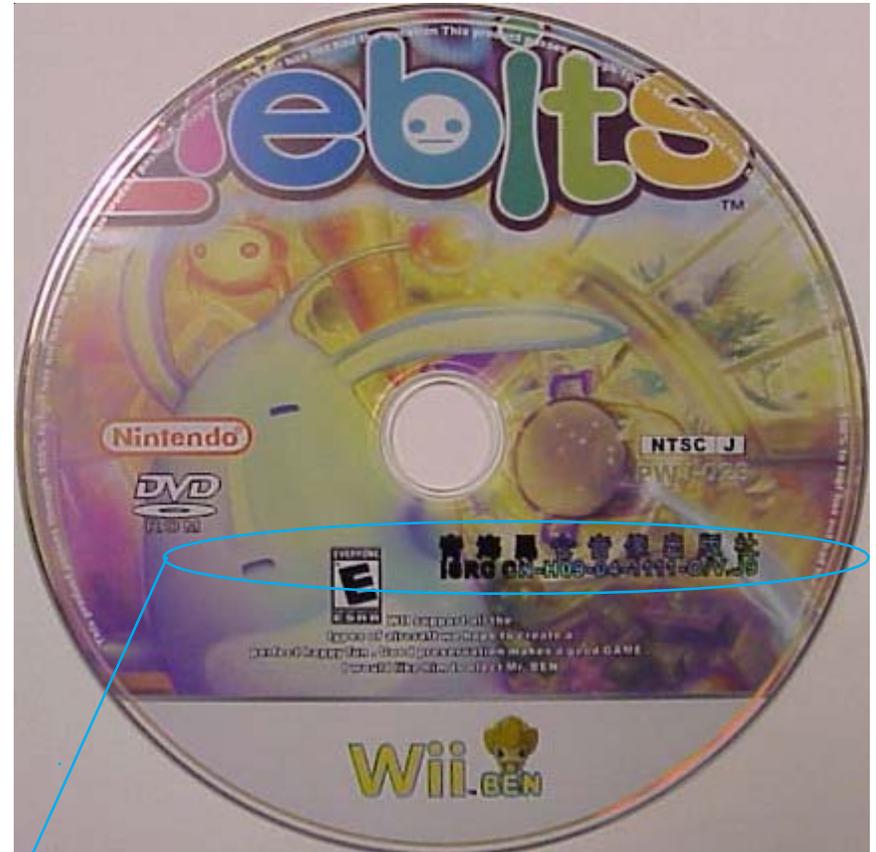
Genuine *Wii* Disc



IFPI code
can be found
on the silver side
(back) of *Wii*
disc

3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.

Counterfeit *Wii* Discs



Chinese text on discs

4. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging: *Wii* disc packaging is blurred, faded or discolored.

Genuine



Counterfeit



5. *Wii* disc case is not standard size either in height or width; inside of *Wii* disc case is missing logos and instruction manual.

***Wii* Packaging**



Genuine

Counterfeit

Counterfeit *Wii* case is much thinner than a genuine *Wii* case

5. *Wii* disc case is missing logos and instruction manual.

Wii Packaging

Genuine



Wii trademark & logo

Counterfeit



Counterfeit disc case lacks an instruction manual, is clear, has different silkscreen on disc and lacks *Wii* trademark & logo

6. Pricing is below normal wholesale or retail.

Wii

US MSRP \$249.99 & Canada MSRP \$279.99



6. Pricing is below normal wholesale or retail.

Wii Software

US MSRP \$49.99 & Canada MSRP \$58.99





TIPS TO DETECT COUNTERFEIT *NINTENDO GAMECUBE* SOFTWARE

The following features will be a strong indication of counterfeit *Nintendo GameCube* software:

1. Components (plastic game cases, instruction manuals, game labels and *Nintendo GameCube* discs) shipped separately.
2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. Missing or poor quality Nintendo Seal of Quality trademark on packaging; *Nintendo GameCube* disc packaging is blurred, faded or discolored.
4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.
5. Pricing is below normal wholesale or retail.

1. Components (plastic game cases, instruction manuals, game labels and *Nintendo GameCube* discs) shipped separately.



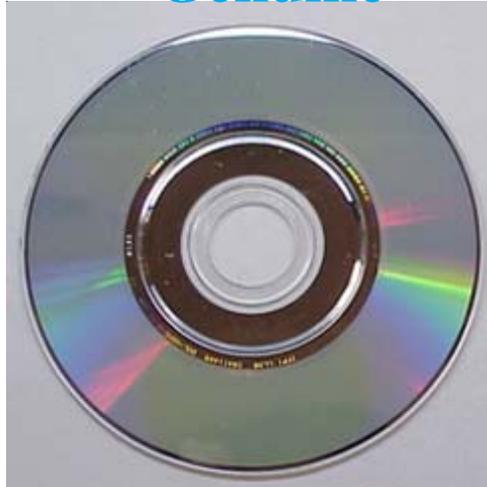
2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Nintendo GameCube Disc

Genuine

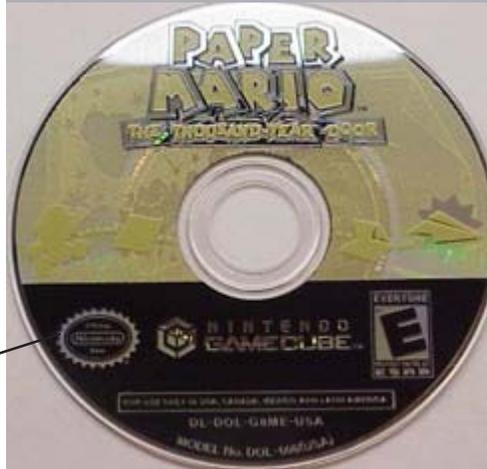
Counterfeit

Genuine discs have a silver colored bottom

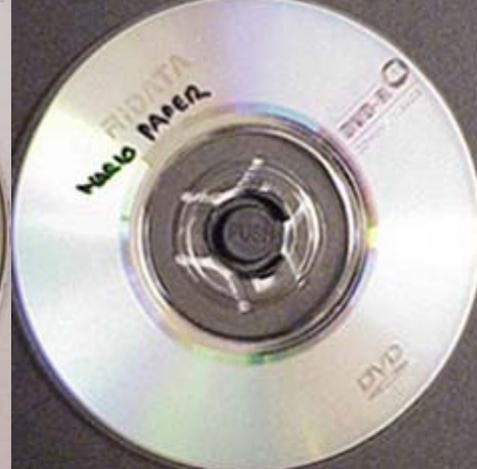


Counterfeit discs often have a blue, green or purple colored back

Genuine discs depict pictures & professional looking silkscreen text on top



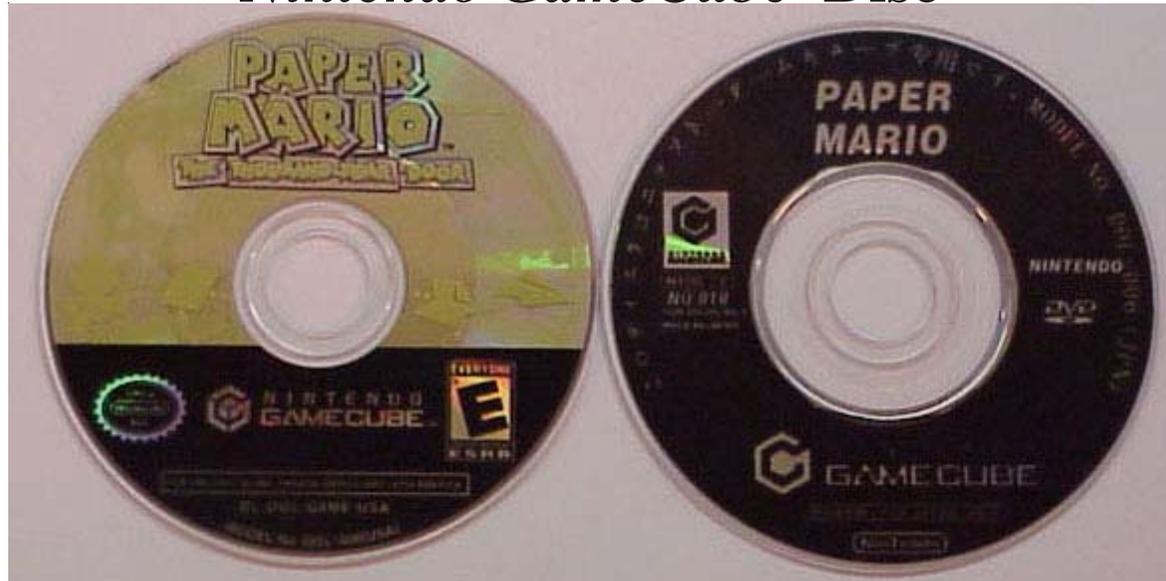
Note all logos, ESRB, & seal of quality



Counterfeit discs depict hand written titles, or no professional label on top

2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Nintendo GameCube Disc



Genuine

Counterfeit



Genuine

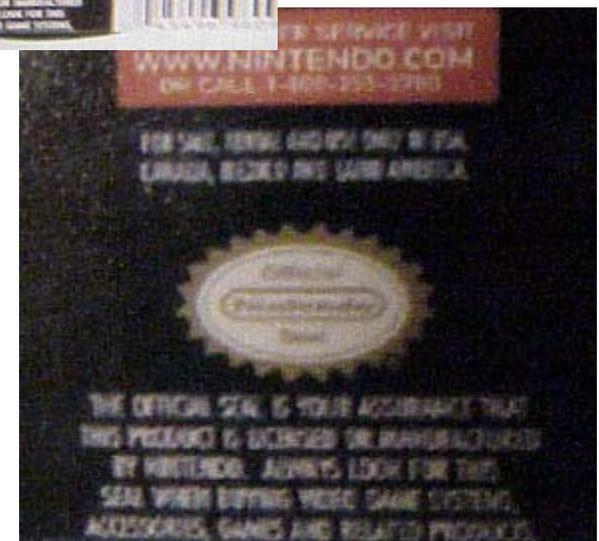
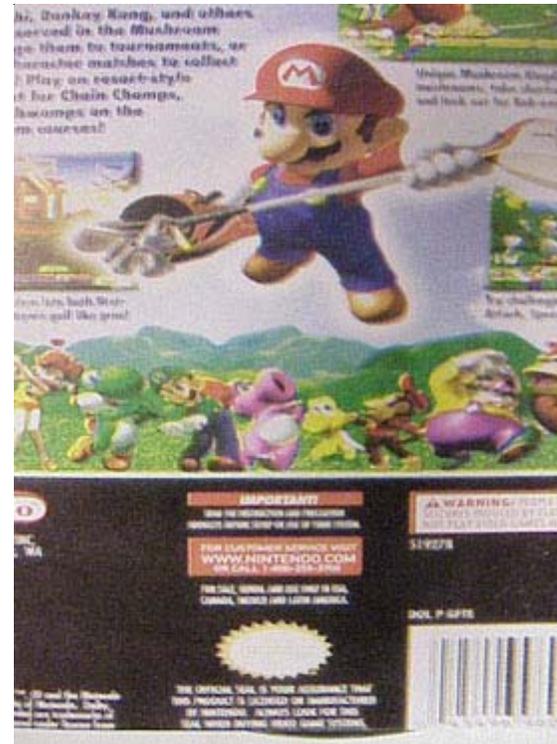
Counterfeit

2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Counterfeit *Nintendo GameCube*

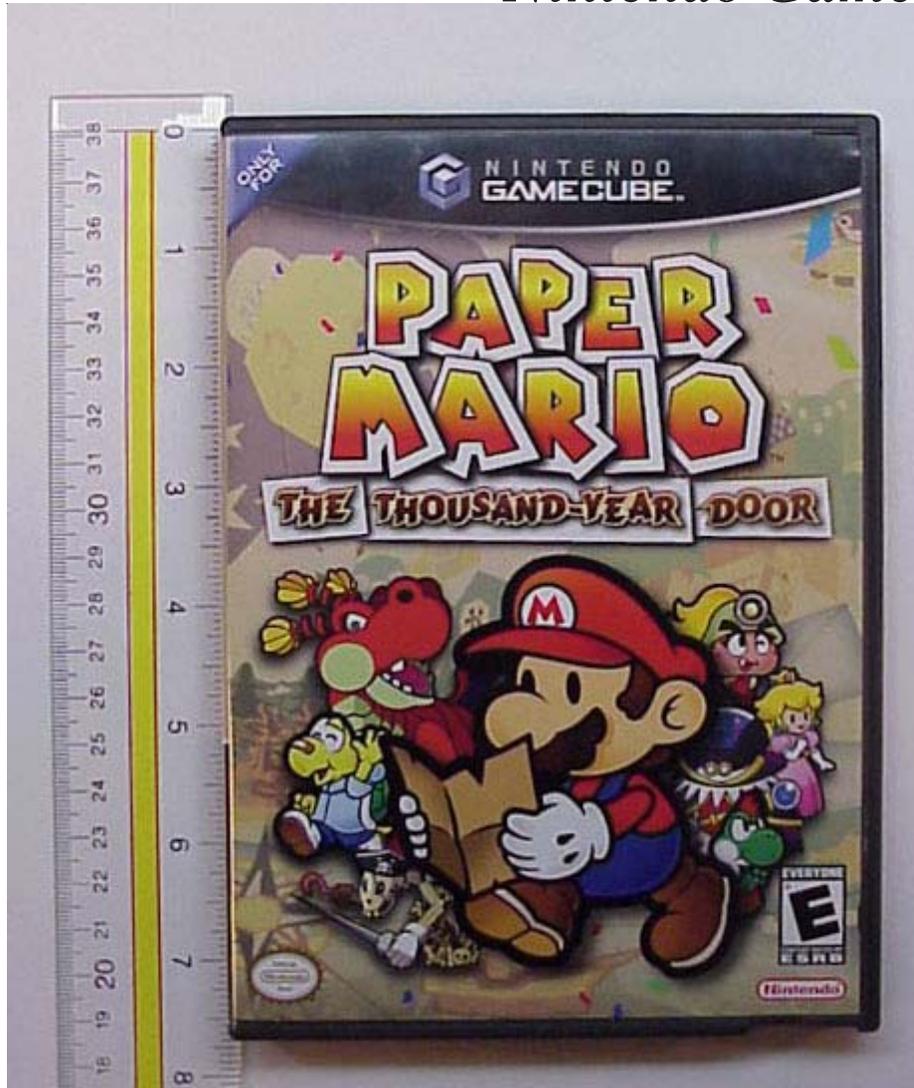


3. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging: *Nintendo GameCube* disc packaging is blurred, faded or discolored.

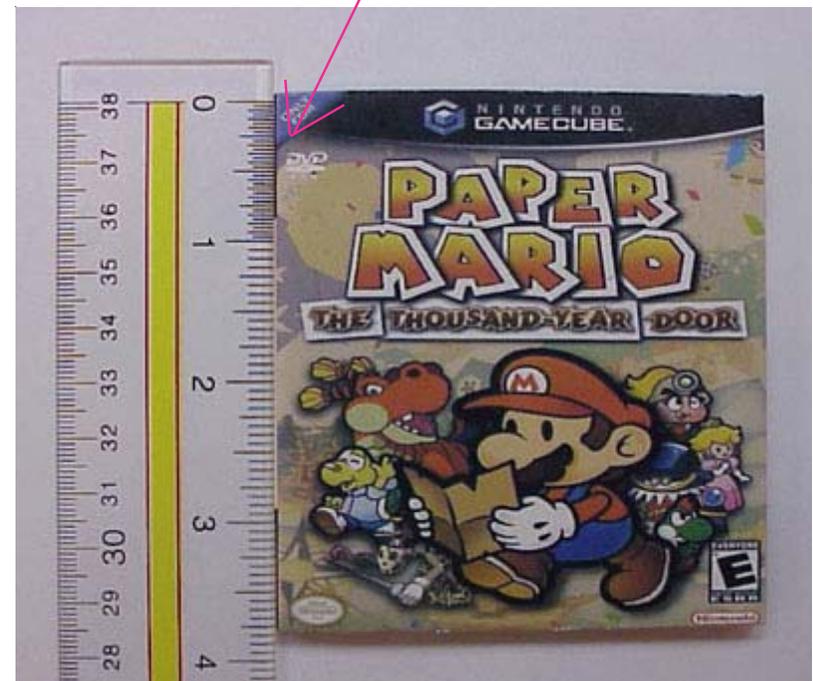


4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

Nintendo GameCube Packaging



Genuine



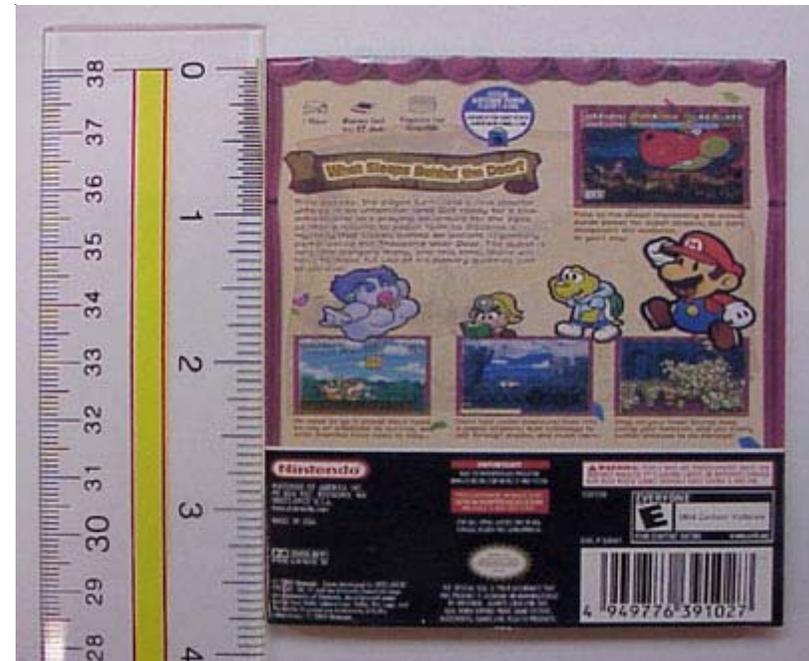
Counterfeit

4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

Nintendo GameCube Packaging



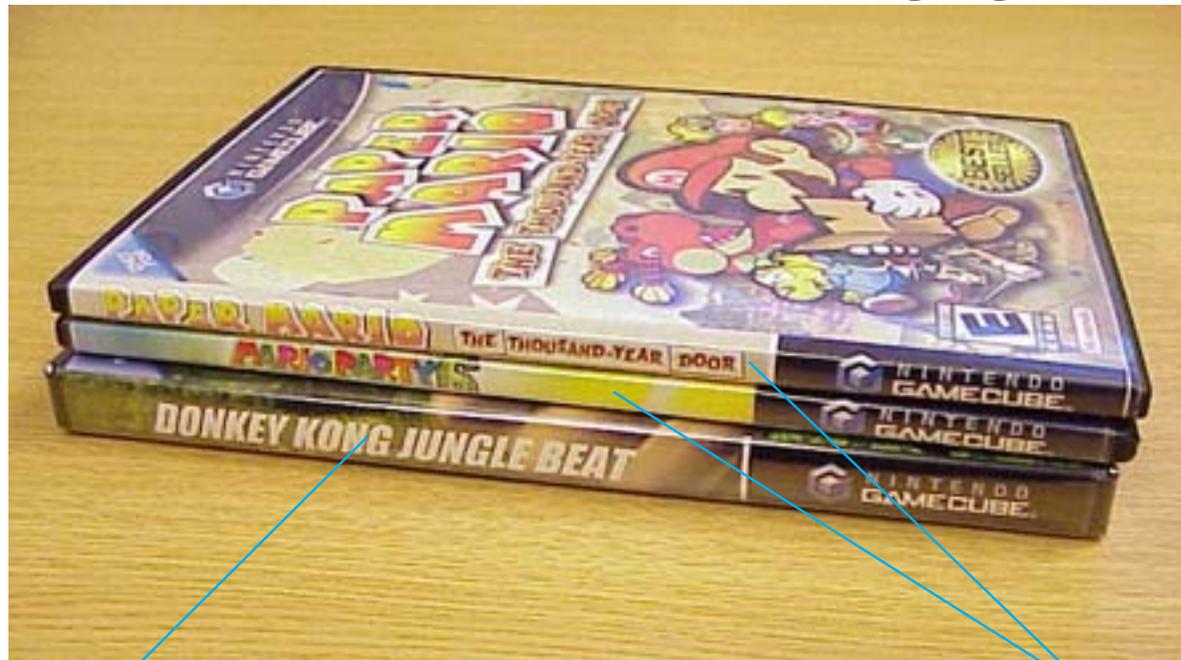
Genuine



Counterfeit

4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

Nintendo GameCube Packaging



Genuine

Counterfeit

Counterfeit Nintendo GameCube cases are much thinner than genuine Nintendo GameCube cases

4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

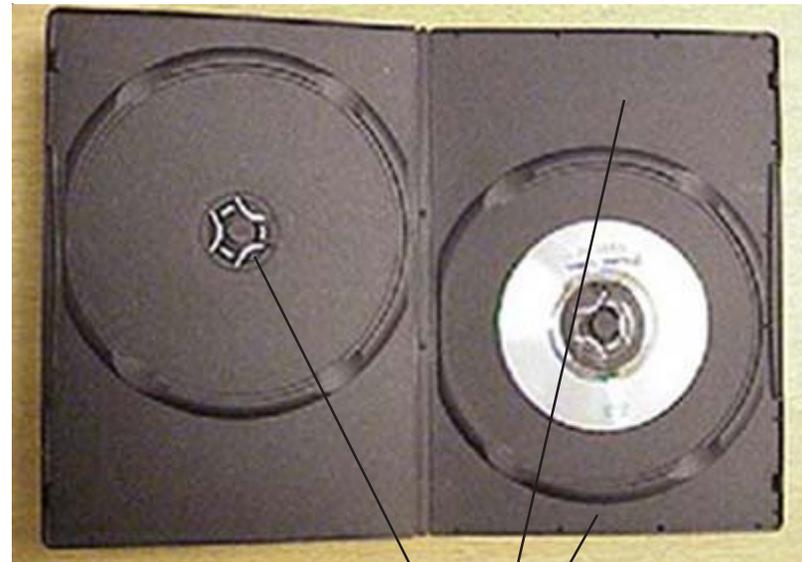
Nintendo GameCube Packaging

Genuine

Counterfeit



Nintendo GameCube trademark & logo



Counterfeit disc case lacks an instruction manual, housing for the memory card, *Nintendo GameCube* logo and trademark

5. Pricing is below normal wholesale or retail.

Nintendo GameCube

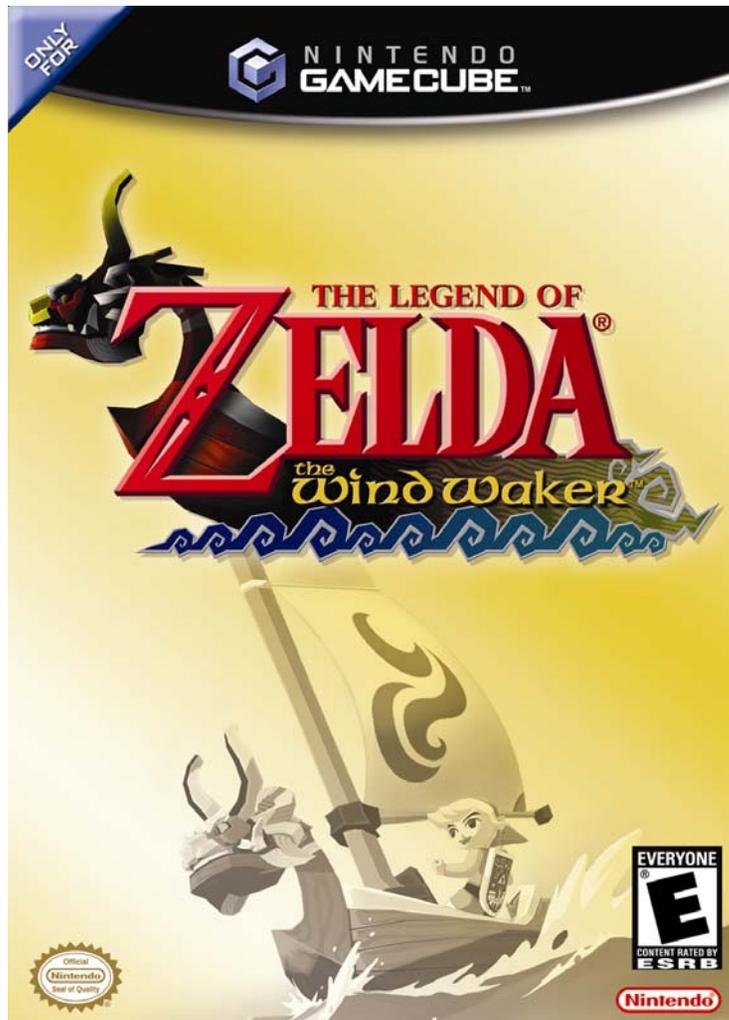
US MSRP \$99.99 & Canada MSRP \$119.99



5. Pricing is below normal wholesale or retail.

Nintendo GameCube Software

US MSRP \$29.99 - \$49.99 & Canada MSRP \$35.99-\$59.99





Other Infringing Products

- ~Built-in Game Products
- ~*Game Boy* game copiers
- ~*Game Boy Advance* game copiers
- ~*Nintendo DS* game copiers
- ~*Nintendo GameCube* mod chips
- ~*Wii* mod chips

Built-in Game Product

Power Player



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product

Power Games



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product Gun Fighter



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product Digicom



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product Mega Games 118 in 1



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product Gamekids Advance



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.



Built-in Game Product Mega Joy



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product Super Games



This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product

Xtreme Player II

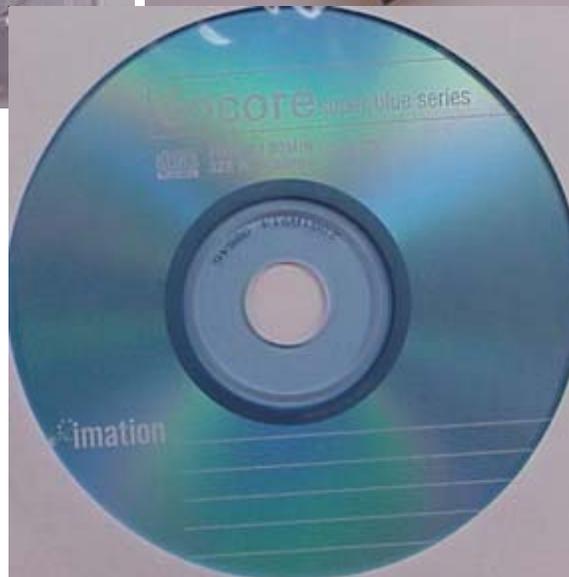


This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Game Boy Game Copier **GB X Changer**



Game Boy Advance Game Copier **Flash Advance Linker**



Game Boy Advance Game Copier EZ-Flash II



Nintendo DS Game Copiers



Acekard



AceKard 2



DS Extreme



DS Linker

Nintendo DS Game Copiers



The Edge



DSTT



Nintendo DS Game Copiers



DS Fire Card



EZ Flash V



F-Card



Nintendo DS Game Copiers



E-Z Flash V



G6DS



Cyclo DS Evolution



M3 DS

Nintendo DS Game Copiers



M3 Passcard 3



Magic Key 2 Adapter



MK 4-Key



MK5

Nintendo DS Game Copiers



iTouch DS



Moon Media Player

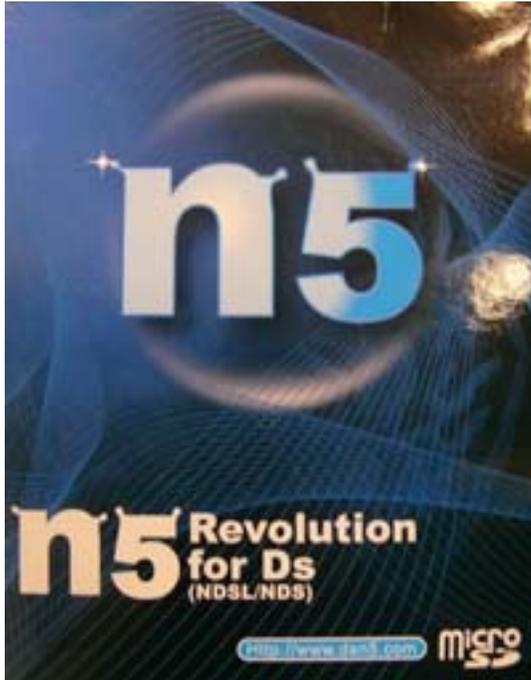


N-Card



Ninja DS

Nintendo DS Game Copiers



N5



K6



Ninjapass X9 DS Flasher

Nintendo DS Game Copiers



Pass Me Key



Pass Me 2 Adapter



DS Link

Nintendo DS Game Copiers



R4 Revolution



R6 Gold



R6 Silver



Nintendo DS Game Copiers



Super Card DS One

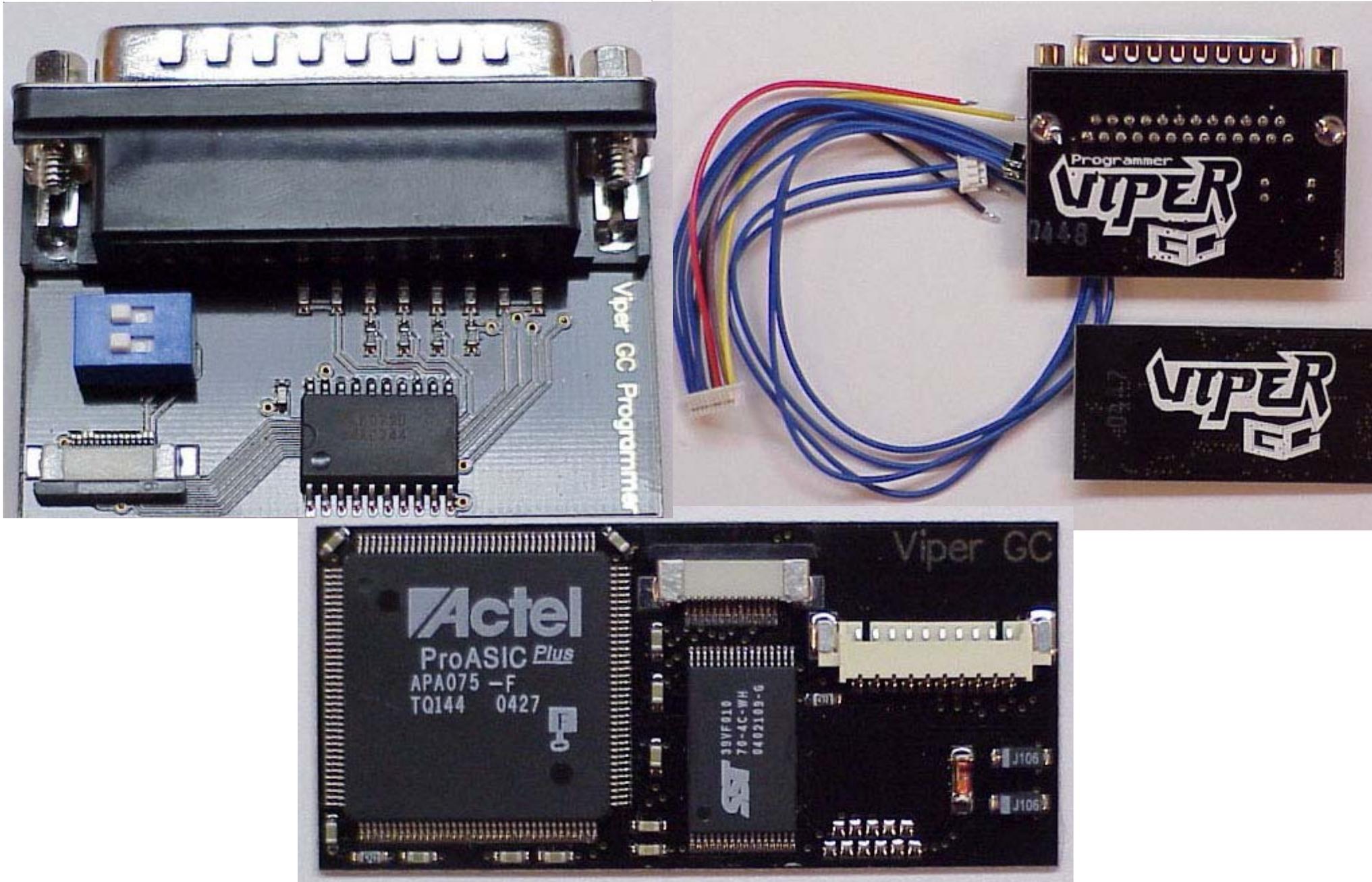


Super Card SD

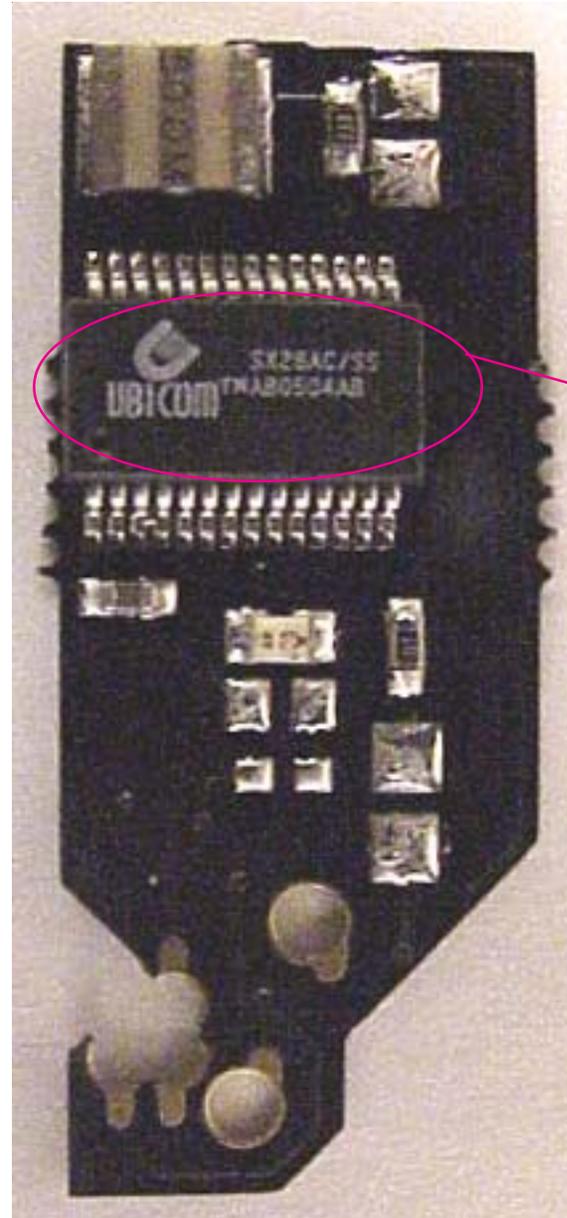


Super Key

Nintendo GameCube Mod Chip Viper Chip

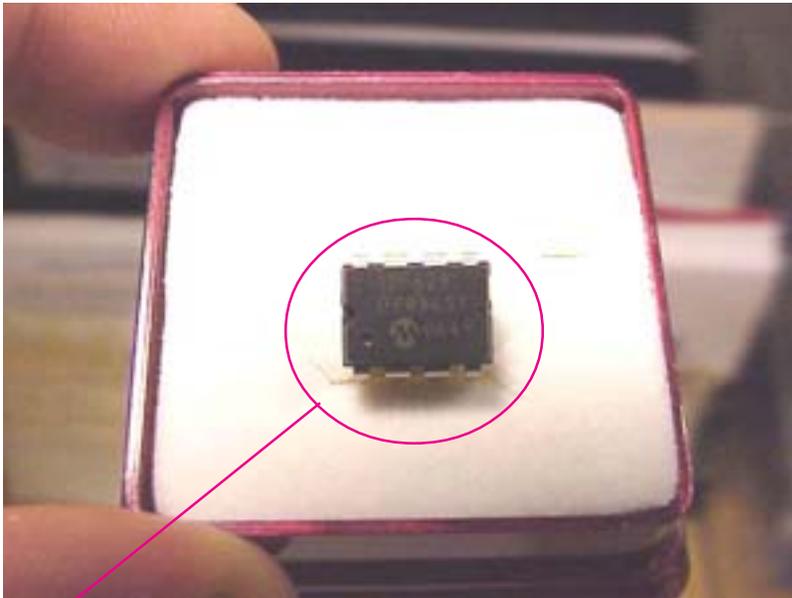


Wii Mod Chip Cyclowiz

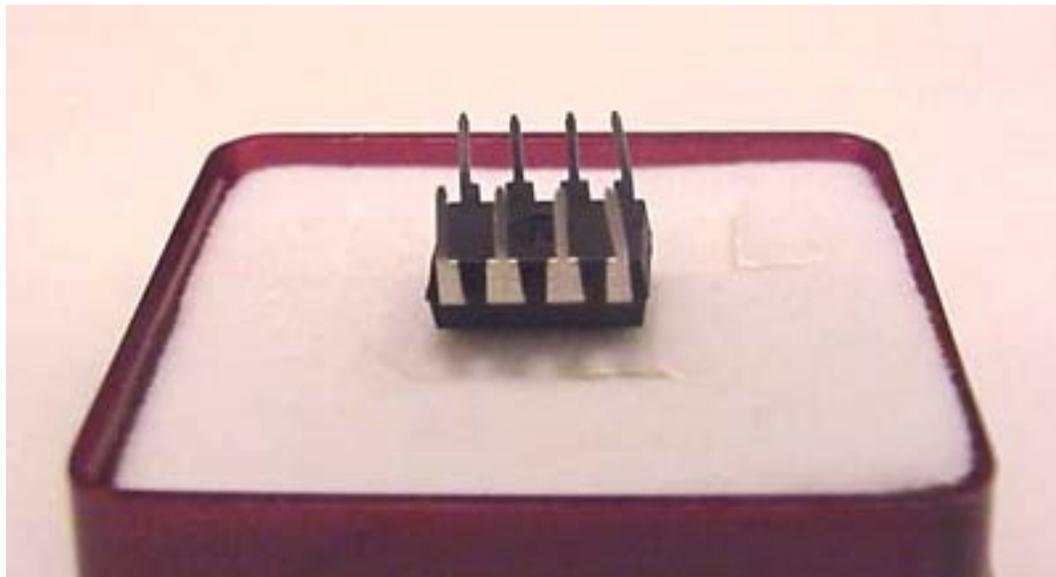


“UBICOM SX28AC/SS
AB0309AB”

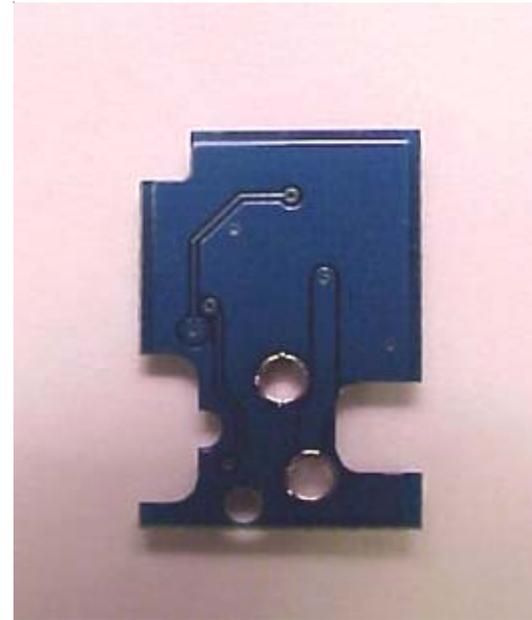
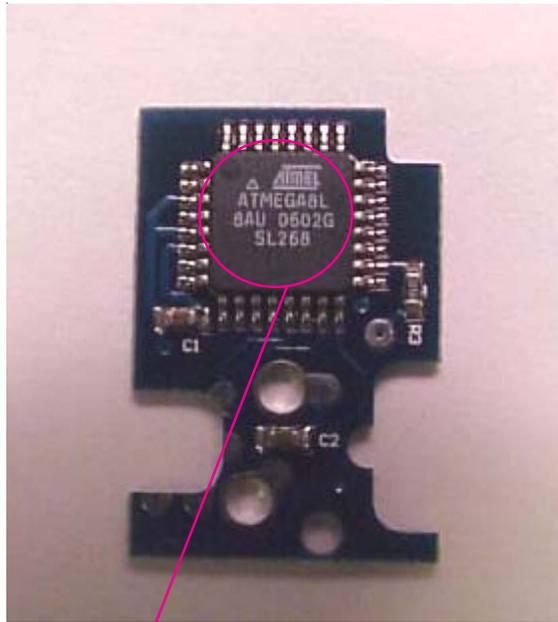
Wii Mod Chip Wiinja



"12F629 I/P 4SY M0649"

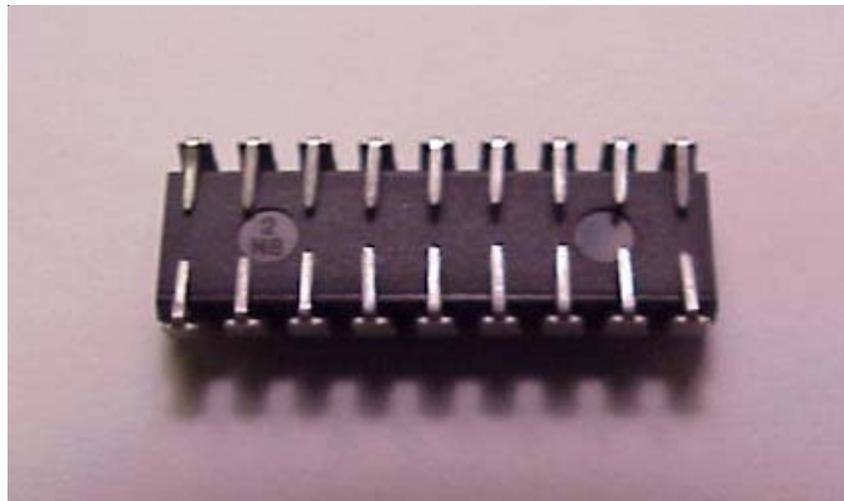


Wii Mod Chip Wii Key

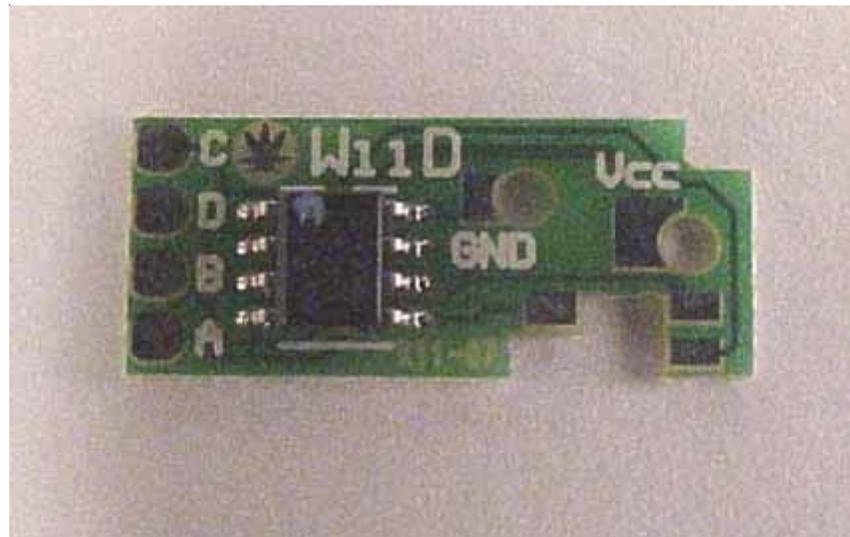


“ATMEG48L 8AU 0502G SL268”

Wii Mod Chip **Wii Bet**



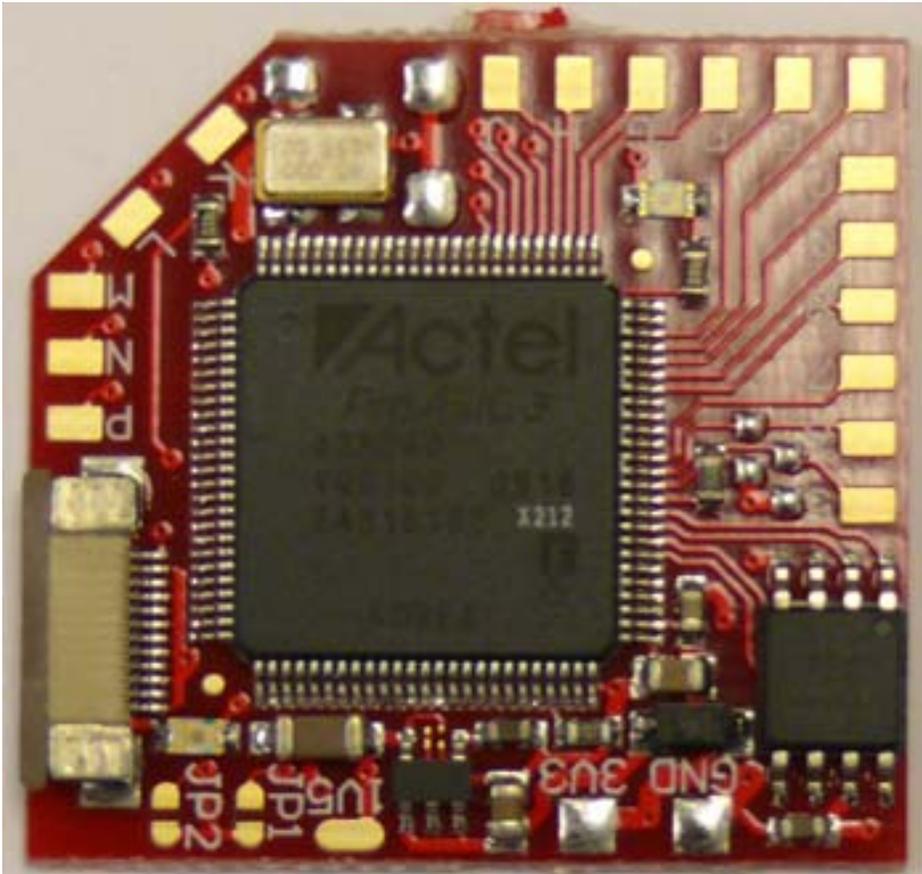
Wii Mod Chip Wiid



Wii Mod Chip Wasabi



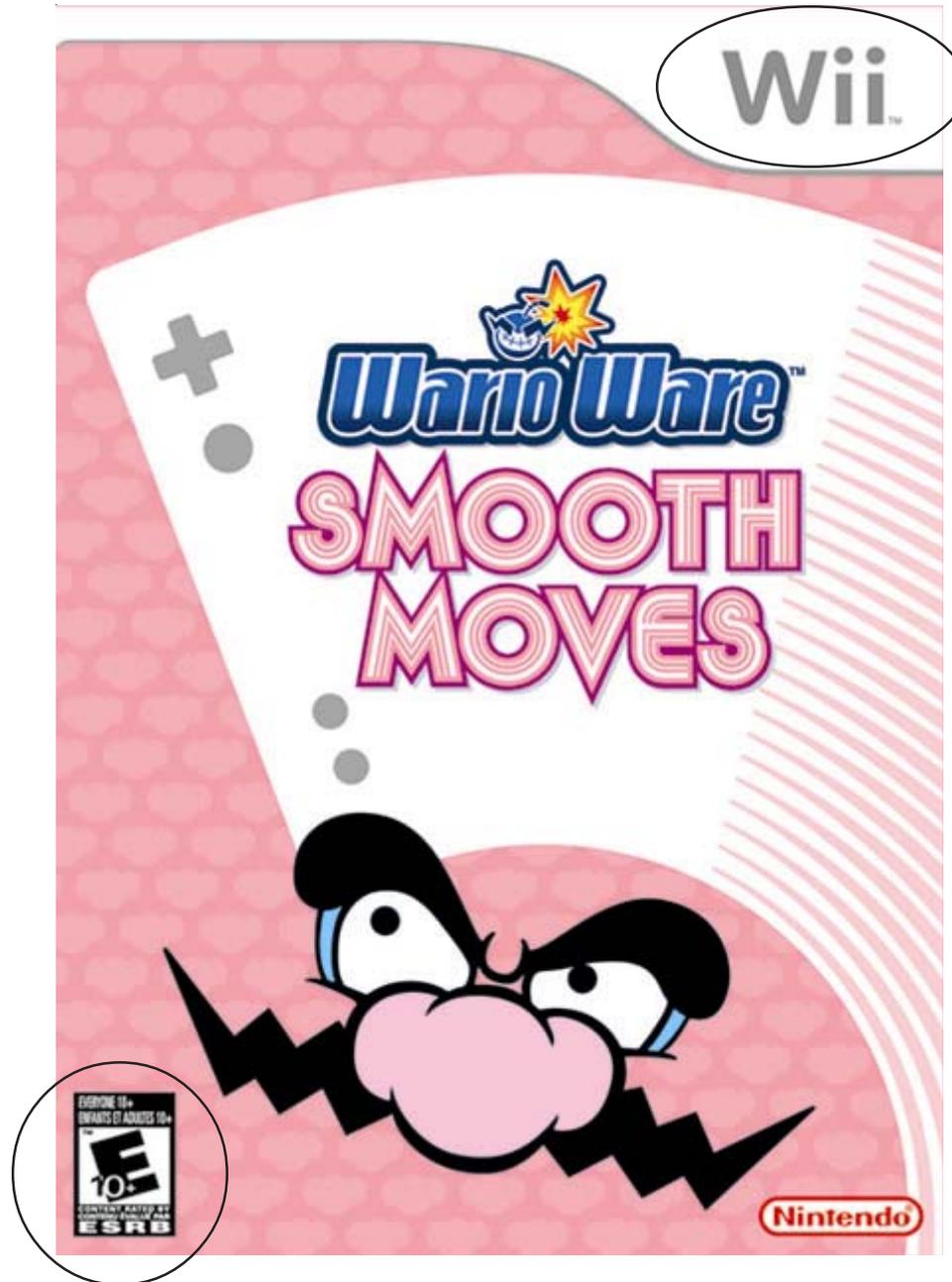
Wii Mod Chip D2Pro





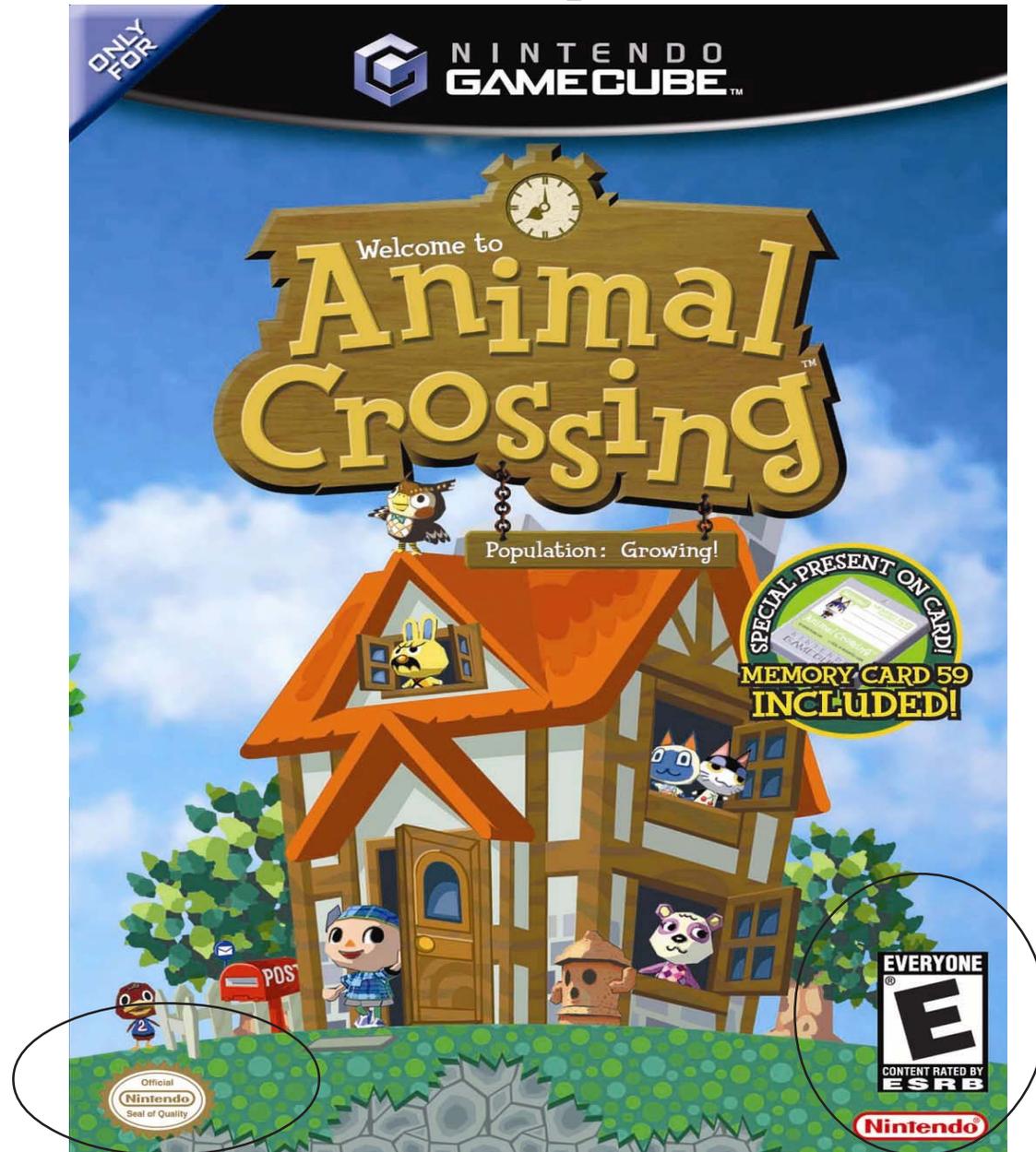
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Nintendo Racetrack logo appears on the tip of ac adapter

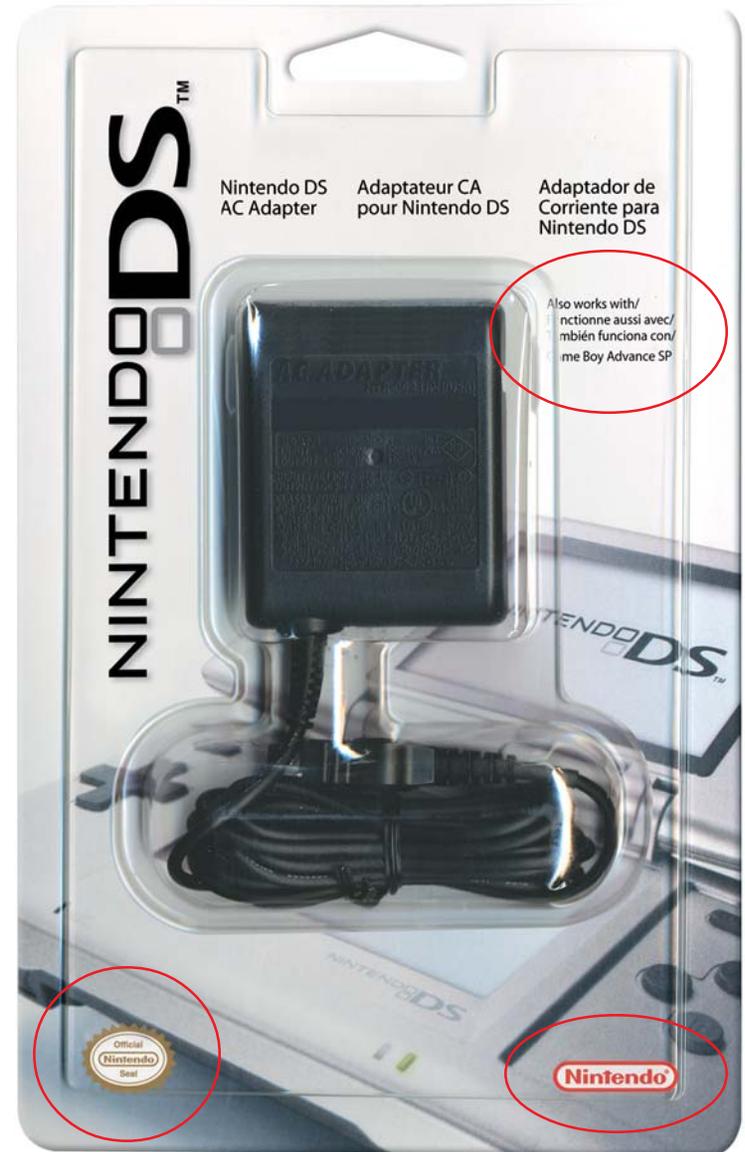


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Authentic *Game Boy Advance SP* & *DS* Samples

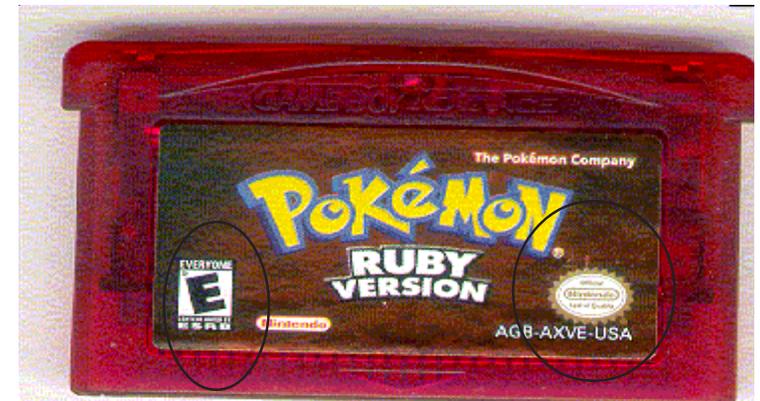
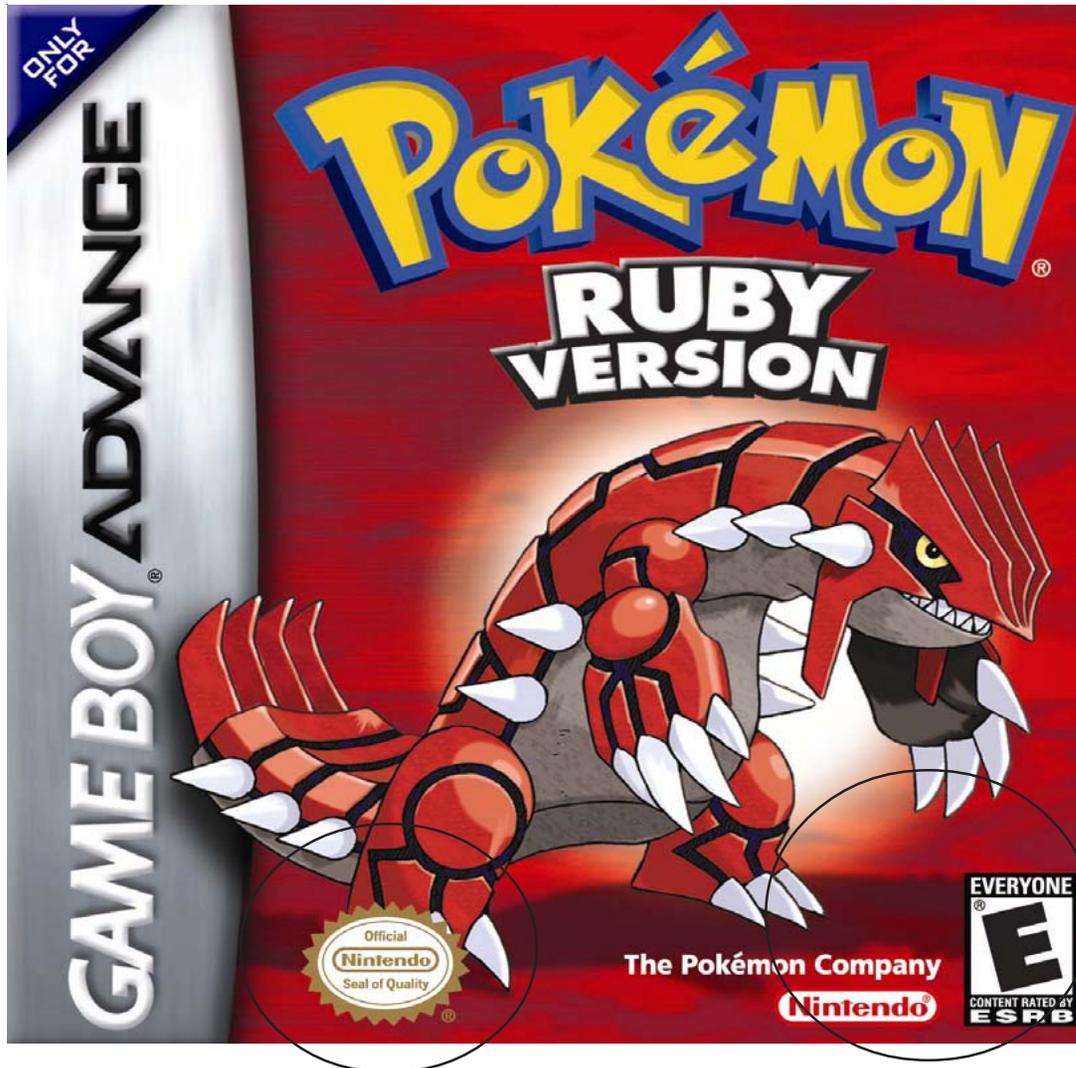


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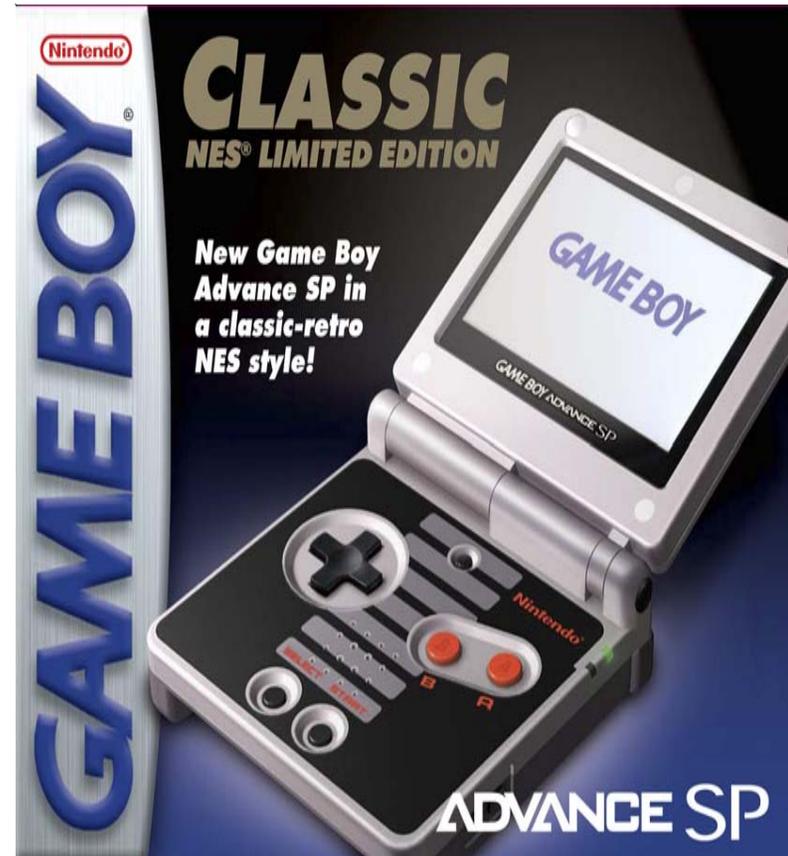
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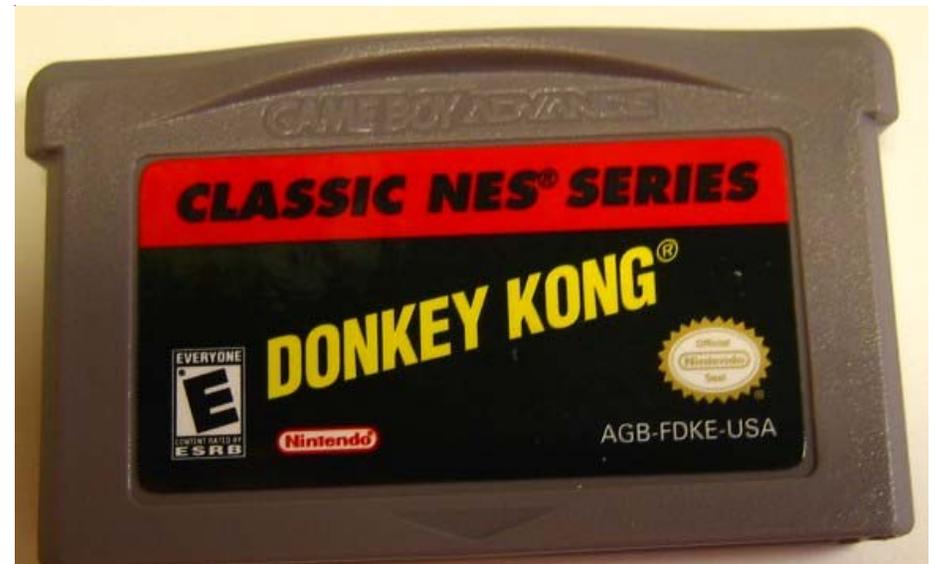
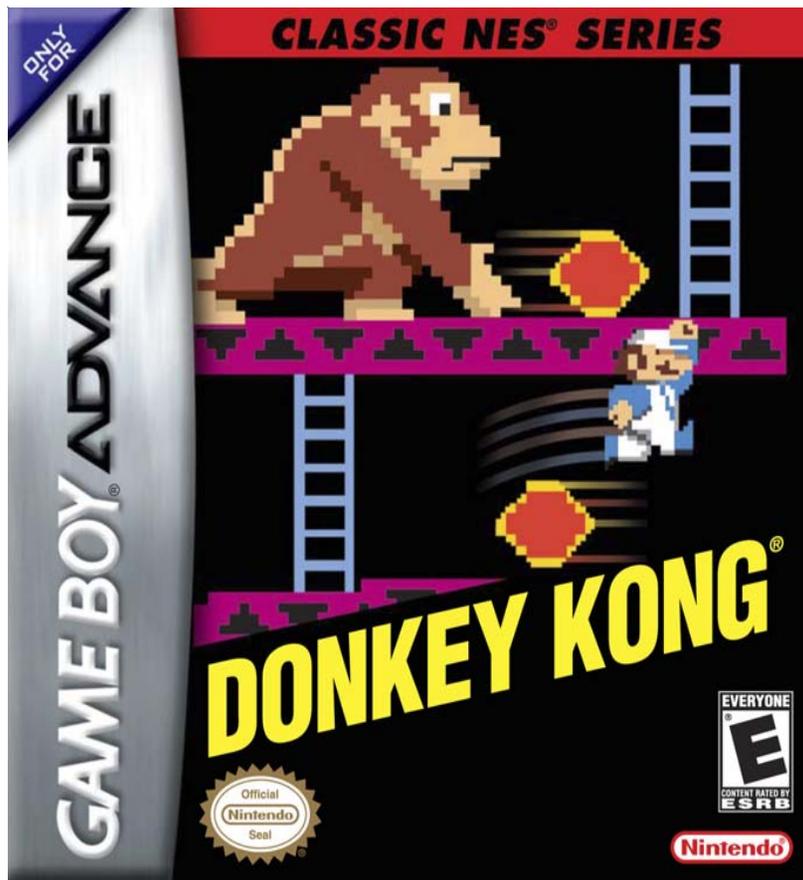
Authentic *Game Boy Advance* samples

Classic NES for the Game Boy Advance



Authentic *Game Boy Advance* Samples

Classic NES Series for the *Game Boy Advance*





Authentic Samples for Europe

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ASSEMBLED IN CHINA

IMPORTANT: Read the instruction booklet before setup or use of your system.

IMPORTANT: Use only the PAL version of the NINTENDO GAMECUBE only. Not compatible with Japanese, NTSC or Brazilian versions of the NINTENDO GAMECUBE.

For more information visit www.nintendo.co.uk

Age Rating: PEGI 3

Model: RVL-003-000790

SKU: GAMP-030

DOLBY SURROUND

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Original Nintendo Seal of Quality

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Authentic European *Game Boy Advance* Samples



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ENGLISH: Mario & Luigi to the rescue! The seven evil children of Bowser have transformed all the Kings of Mushroom World into animals. Help Mario and Luigi to regain the Magic Mushrooms that have the power to restore the King. Experience this renowned classic NES game in its extended version, as you battle your way through over 80 levels of exquisite platform action. Additionally, you can link up with any Super Mario Advance game for multiplayer Mario Bros. (available)

GERMAN: Mähel Die sieben bösen Kinder von Bowser haben alle Könige der Pilz Welt in Tiere verwandelt! Hilf Mario und Luigi die Zauberpilze zurückzubekommen, um die Könige zu erlösen! Das wunderschöne NES-Klassiker in seiner erweiterten Version umfasst mehr als 80 Levels erdélyigen Jump & Run Vergnügen! Erlebe exquisite Mehrspieler Spaß mit dem Original Mario Bros. durch die Verbindung mit jedem beliebigen Super Mario Advance-Spiel!

FRENCH: Mario et Luigi à la rescousse! Les rois du Royaume Champignon ont été transformés en animaux. Ce sont les sept enfants de Bowser qui ont fait le coup! Aidez Mario et Luigi à retrouver les champignons magiques qui rendent eux leur apparence normale. Redécouvrez ce classique de la NES dans une version longue où il vous faudra passer plus de 80 niveaux. Connectez-vous à un autre jeu Super Mario Advance pour vivre la folle Mario Bros. en multijoueur!

DUTCH: Mario en Luigi schieten te hulp! Bowser's seven gemene kinderen hebben alle koningen in de paddenstoelenwereld veranderd in dieren. Help Mario en Luigi de magische staven te heroveren, waarmee de koningen normaal kunnen worden. Een sprong en vlieg door de meer dan 80 levels van deze beroemde NES klassieker. Bovendien heeft deze versie een multiplayer-stand en kun je met elk van de Super Mario Advance games linken voor een vrolijk spelletje Mario Bros.!

SPANISH: ¡Al rescate! Los siete malvados hijos de Bowser han transformado a todos los reyes del Reino Champiñón en animales. Ayuda a Mario y Luigi a recuperar los hongos mágicos para rescatar a los reyes. Descubre esta gran aventura clásica de la NES en su versión ampliada. De ahora en adelante de 80 niveles de exquisita acción de plataformas. Además, puedes conectarte con cualquier juego Super Mario Advance para la locura Mario Bros.!

ITALIAN: È tempo del! Eccesso di bene trucidare in animali tutti i re del Mondo dei Funghi! Aiuta Mario e Luigi a recuperare ogni Sacra Magia per restituire al servizio le loro sembianze umane. Prova una del più classici giochi NES nella versione ampliata: attraverserai negli oltre 80 livelli di gioco in pura stile "platform". Inoltre, potrai collegarti a una qualsiasi dei giochi Super Mario Advance per tutta parte a più giocatori con Mario Bros.!

AGB P AX4P

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Original Nintendo Game Boy Advance

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