

Bigben Interactive announces *Hello Kitty Happy Happy Family* on Nintendo 3DS™ on September 26, 2014.

Discover now the official trailer on Bigben Interactive's YouTube channel:

<http://bit.ly/HKHHFen>

Lesquin (France), September 2nd, 2014 - *Hello Kitty Happy Happy Family*, the famous brand's new educational game on Nintendo 3DS™, will take small children into Hello Kitty's colorful world, and will help develop their dexterity, cognition and musical skills.

The game makes use of every feature the console offers (stylus, gyroscopic sensor, augmented reality) to stimulate children and awaken them to the world through 25 funny workshops. Players will for example handle the stylus to paint garden furniture, guide Hello Kitty in her house by tilting the console, or calculate the cost of groceries. And all of that with the official voice of Hello Kitty!

An augmented reality card is also included, so that the players can take pictures of Hello Kitty wherever they want.



This new title is developed by the Japanese studio Compile Heart, which delivers here a very polished game, worthy of the high standards of Hello Kitty's owner Sanrio. *Hello Kitty Happy Happy Family* will be available for 39.90€.



Hello Kitty, a youth icon for 40 years

Official trademark of Sanrio since 1976, Hello Kitty has guided children worldwide thanks to her philosophy full of generosity: *small gift, big smile*, even a small gesture can bring lots of happiness.

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Pictures available on download: <http://we.tl/Pso1qfPobW>

For further information on Bigben Interactive and its video games: www.bigben.fr

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About Bigben Interactive

A leading player specialized in the design and distribution of accessories for video games and cell phones, as well as audio products, Bigben Interactive has a presence in France, Benelux, Germany and Hong Kong. Buoyed by the rapid expansion of the smartphone market and changes in the video game market, the Group, which is recognized for its capacities in terms of innovation and creation, seeks to become one of Europe's leaders in multimedia accessories. Since 2013, Bigben Interactive produces WRC, the rally video game. Thanks to a partnership with the French Rugby League, Bigben will produce in 2014 the first official rugby simulation for TOP 14/ PRO D2.

The Bigben Interactive group has 308 employees in France, Benelux, Germany, Spain and Hong Kong. Sales published for 2013 /2014 (to the end of March 2014) amounted to €178M.

About Compile Heart

Based in Tokyo, Japan, Compile Heart is a subsidiary of the Japanese videogame development and publishing company Idea Factory (Idea Factory, Compile Heart, Design Factory and Idea Factory International). Specialized in videogame development and publishing, Idea Factory is a reference in the international market thanks to the success of its RPG titles "Hyperdimension Neptunia" (PS3), "Record of Agarest War" (PS3), "Fairy Fencer F" (PS3), its child-oriented "Hello Kitty" games (Nintendo 3DS) and its visual novel "Hakuoki: Demon of the Fleeting Blossom"(PSP).

About Sanrio

Sanrio was founded in Japan by Mr. Shintaro Tsuji in 1960. Best known for global icon Hello Kitty and home to many endearing characters including Chococat, My Melody, Keroppi, Badtz Maru, Little Twin Stars and newly acquired British icon Mr. Men and Little Miss, Sanrio is a worldwide lifestyle brand founded on the "small gift, big smile" philosophy —that a small gift can bring happiness and friendship to people of all ages. For over 50 years, this philosophy has served as the inspiration for the broad spectrum of unique Sanrio products and experiences.