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No price cut for this console
Wikipedia

[No Price Cuts for the Wii or DS, Says Nintendo](#)

The value is good right now

There's a tough console war on the market these days, with Nintendo, Microsoft and Sony engaged in a fierce fight to win over any customer who hasn't yet made a decision as to what product he should buy. It isn't very pretty though, as some executives from these companies resorted to mocking, with or without the proper arguments, the rival products and proclaiming their own consoles as the best on the market.

Microsoft has a few tricks up its sleeve this holiday season, as it has formed quite a [lot of bundles](#), coupling its Xbox 360 console with some very eagerly anticipated games that have already been launched, or are set to appear around this period. But one of the key measures the American company decided to take was cutting the price of its console, making it way cheaper, and much more attractive to customers who, during these hard times, don't really have the same amounts of money to spend on entertainment as they used to.

In response to this measure, Sony [declared](#) that it wouldn't make any cuts, as its PlayStation 3 was adequately priced, and that the company focused on making a profit, which it would invest in further developing the features of the console. The Japanese giant is also confident that, with the great lineup of games, like Resistance 2 or LittleBigPlanet, the customers will make the right choice.

But up until recently, no statements were issued by Nintendo, the producer of the most popular console out there, the Wii, about any future price cuts. Now, Reggie Fils-Aime, the president of Nintendo of America, has just made a statement, while speaking with Reuters, according to which the Wii and the DS handheld consoles are very well priced, as proven by sales, and the company doesn't plan on employing any cuts.

"The consumer is voting with their wallet and their pocketbooks that the Wii and the DS represent fantastic values. So far this year, month in and month out, the Wii and DS have been number one and number two selling systems for the month. That suggests our value equation is finely tuned at this point. There is no need for price cuts on our systems today."

Some very interesting words, which are based on the sales reports that analysis firms make every month. The Wii is still going strong and it will surely go on like this for quite some time, so Nintendo doesn't have any reason to reduce the price.