

## **Explosive stories of power, espionage and humanity's survival mark the biggest year in Xbox 360 gaming history**

**SYDNEY, AUSTRALIA, 16<sup>th</sup> February 2010** – Fire up the flat screen and crank up the volume for the biggest year in Xbox 360 gaming history. At X10, Microsoft Corp. proved to the world why 2010 will be a landmark year for gamers of all types, and it showcased a barrage of exclusive games that defy traditional genres and create new experiences filled with emotion, adrenaline and suspense.

Heart-pounding action and rich storytelling encompass a massive line-up of blockbuster exclusives announced today with the hotly anticipated multiplayer beta of this year's biggest entertainment phenomenon, "Halo: Reach," blasting off May 4<sup>th</sup>, and the chilling and immersive mystery of "Alan Wake" coming May 20<sup>th</sup> — both only available on the Xbox 360 gaming and entertainment system, starting at just \$299 RRP.<sup>1</sup> To celebrate the franchise's Xbox 360 debut on March 9<sup>th</sup>, Square Enix have created the Xbox 360 "FINAL FANTASY XIII" Special Edition Bundle and Microsoft will be offering the complete experience at an incredible value for \$599 RRP<sup>1</sup>.

Available in Australia later this year, "Dead Rising 2" picks up the suspenseful action where the original left off, as gamers fight to survive swarming hordes of the living dead. Microsoft and Capcom Co. Ltd. have also announced that they are teaming up to set a new standard in storytelling through an exclusive "Dead Rising 2" prologue, downloadable only on Xbox LIVE. "Dead Rising 2: CASE ZERO," available shortly before the title releases in August, will allow Xbox 360 gamers to get their first glimpse into the "Dead Rising 2" story with exclusive content that will not be featured in the full game.

Last November, acclaimed developer Infinity Ward took gamers back to the action-packed world rife with political intrigue, betrayal and heroism in "Call of Duty: Modern Warfare 2," becoming the largest entertainment launch in history, shattering Xbox LIVE launch records along the way. Now Xbox 360 owners will be the only players in the world to fully experience the biggest blockbuster titles with exclusive Game Add-ons, including a "Call of Duty: Modern Warfare 2" content pack arriving first on Xbox LIVE this autumn.

"This is going to be an amazing year for Xbox 360 and for gamers worldwide. It's our biggest year yet, filled with games and entertainment that you won't find on any other console," said Phil Spencer, corporate vice president of Microsoft Game Studios. "I'm floored on a daily basis with what the 'Crackdown 2' team is doing, and Bungie is proving the impossible possible by eclipsing even its own untouchable standards with 'Halo: Reach.' I can't wait to jump on Xbox LIVE with some friends to amp up our Gamerscores in co-op or talk a little trash to fuel some friendly competition."<sup>2</sup>

# MEDIA RELEASE



Gamers can grab their Xbox 360 controllers and envelop themselves in heroic tales of revolutionaries and kings, struggles to save mankind from annihilation, and action-packed stories of mystery and espionage, or simply have some nostalgic fun with family and friends across the globe on Xbox LIVE with the following games:

- **“Halo: Reach”** (Bungie) - Check The Classification (CTC)

As the blockbuster prequel to the best-selling Xbox franchise of all time, developed exclusively for Xbox 360 by acclaimed developer Bungie, “Halo: Reach” puts you front and centre in the fateful moments that forged the “Halo” legend. As part of Noble Team, a squad of heroic Spartan soldiers, you will be called upon to defend the planet Reach, humankind’s last line of defence between the terrifying Covenant and Earth. Starting on May 4<sup>th</sup>, the “Halo: Reach” public multiplayer beta will give you the opportunity to drive the latest advancements in multiplayer gameplay in the blockbuster franchise that started it all on Xbox LIVE. Access to the beta will be available through the “Halo 3: ODST” game disc on Xbox LIVE.

- **“Alan Wake”** (Remedy Entertainment Ltd.) - CTC

Launching May 20<sup>th</sup>, nightmares come to life in this Xbox 360 exclusive that will establish a new gaming genre, the gripping psychological action thriller. It is built like a chilling episodic TV series, where your wits and light are your only allies, and you can pre-order your copy now at participating retailers to reserve your Bright Falls Bonus Pack, which includes exclusive content such as avatar gear, an Xbox LIVE theme, and a “making of” video. Those looking to immerse themselves in the mystery beyond the game can also pre-order the limited collector’s edition, packed with bonus discs of behind-the-scenes footage, exclusive in-game commentary and hints from Remedy, a game soundtrack, “The Alan Wake Files” book, and more, all bound together in a hardcover bookshelf-worthy package.

- **“Crackdown 2”** (Ruffian Games) - CTC

Available exclusively on Xbox 360 and hitting store shelves later this year, the sequel to the 2007 smash hit features over-the-top action, a massive living world, unprecedented online and multiplayer capabilities, and stylish graphics. Reserve your copy today and stand above the crowd — at participating retailers, you’ll receive a code to download four exclusive suits of Agency-Issue armour: Gold, Brushed, Red and Blue Metal.

- **“Dead Rising 2”** (Capcom) - MA15+

Following the 2006 bone-crunching, zombie-bashing action adventure hit, “Dead Rising 2” puts a new offbeat defender in the heart of the fight to save the United States from complete zombification. “Dead Rising 2: CASE ZERO” will release as an exclusive Game Add-on only on Xbox LIVE.

- **“Call of Duty: Modern Warfare 2” content pack** (Infinity Ward/Activision) - MA15+

# MEDIA RELEASE



The first content packs for this award-winning title and biggest entertainment launch ever will be available first on Xbox 360 and Xbox LIVE.

- **“Tom Clancy’s Splinter Cell Conviction”** (Ubisoft Entertainment) - MA15+  
Coming exclusively to Xbox 360 and PC on April 15<sup>th</sup> “Tom Clancy’s Splinter Cell Conviction” is the highly anticipated sequel in the multimillion-selling “Splinter Cell” series, and one of the most critically acclaimed Xbox franchises of all time. Uniting revolutionary gameplay enhancements with a high-octane, no-holds-barred storyline, the game also features intense co-op espionage missions on Xbox LIVE, making Xbox 360 the only console where you can unleash your inner renegade spy.
- **“FINAL FANTASY XIII”** (Square Enix) - M  
The Xbox 360 “FINAL FANTASY XIII” Special Edition Bundle includes a 250GB hard drive, two wireless controllers, exclusive downloadable avatar items and a standard-edition copy of the dramatic sequel in the multimillion-selling series. Xbox 360 is the only console outside of Japan to be officially bundled with the game available in stores starting March 9<sup>th</sup>, while supplies last. In addition, a very limited number of “FINAL FANTASY XIII” Limited Edition Faceplates have been created by designer Tetsuya Nomura. These faceplates are only available promotionally in fixed quantities across select retailers in Europe, North America, Australia, and New Zealand.
- **“Fable III”** (Lionhead Studios) – CTC  
“Fable III” delivers an unparalleled action and adventure experience as players journey from revolutionary to the ruler of Albion and beyond. With your trusted canine companion, you will embark on an epic hero’s quest against injustice, forge alliances, crush your enemies and take control of your kingdom. But with great power comes great responsibility. Will you honour promises made in your rise to power, or sacrifice allegiance for personal gain? Choose wisely, as the decisions you make will forever impact your ever-evolving world.
- **“Lost Planet 2” M** (Capcom) - M  
The next instalment of the popular third-person shooter returns you to breathtaking environments, unique Vital Suits and larger-than-life bosses of the world of E.D.N. III. The story picks up 10 years after the original game as players follow the exploits of their own customized snow pirate on their quest to seize control of the changing planet. You’ll be able to play through the intense and action-packed campaign mode with three of your friends on Xbox LIVE. “Lost Planet 2” launches in May 19<sup>th</sup>.
- **“Left 4 Dead 2: The Passing”** (Valve) – MA15+  
The first Game Add-on brings the original “Left 4 Dead” survivors down south for a meeting with the “Left 4 Dead 2” cast, while delivering new single-player, multiplayer and co-operative gameplay,

# MEDIA RELEASE



exclusively for Xbox 360 and PC. Targeting an early autumn release, “Left 4 Dead 2: The Passing” will include new co-operative campaign and associated narrative and new arenas for Survival, Versus and Scavenge modes, and introduce a new co-operative challenge mode.

- **“Toy Soldiers”** (Signal Studios) - PG  
An intense action game kicking off the Xbox LIVE Arcade Block Party on March 4<sup>th</sup>, “Toy Soldiers” casts players into a fantastic, miniature world where antique toy soldiers fight in vintage World War I dioramas.
- **“Game Room”** (Krome Studios Pty Ltd.) - CTC  
Launching this March as a part of the Xbox LIVE Arcade Block Party, “Game Room” lets gamers relive the glory days of classic arcade and console games in their original forms, as the player’s avatar takes part in the original sights, sounds and gameplay only on Xbox 360 and Windows-based PC.
- **“Perfect Dark”** (4J Studios) - MA15+  
Fire up your Farsight and prepare for assignment — the Dark returns this March as part of the Xbox LIVE Arcade Block Party. Agent Joanna Dark brings her epic tale of galactic conspiracies in future America to Xbox 360 with remastered visuals, LIVE-enabled multiplayer modes, leader boards, achievements and avatar awards.
- **“Scrap Metal”** (Slick Entertainment Inc.) - G  
Launching in March as a part of the Xbox LIVE Arcade Block Party, “Scrap Metal” lets gamers drift around corners with guns blazing and take out competitors in this fast-paced, top-down racer. Gamers fight their way through explosive, action-packed missions, defeat cunning bosses, or jump on Xbox LIVE to race against their friends, exclusively on Xbox 360.

Not since the console’s launch in 2005 has there been a better time to jump into Xbox 360. With the year’s biggest line-up of blockbuster titles and most-anticipated exclusives launching now and throughout 2010, leading up to the holiday debut of “Project Natal,” only Xbox 360 offers the revolutionary gaming and entertainment experiences that everyone craves.

<sup>1</sup> Recommended retail price. The price you pay will be determined by your retailer. From participating retailers.

<sup>2</sup> Xbox LIVE Gold Membership required for online multiplayer. “Halo: Reach” beta will require a hard drive and Gold membership.

- ends -

For further information, please contact:

# MEDIA RELEASE



Alice Coulthard, Pulse Communications: (02) 8281 3818 / [alice@pulsecom.com.au](mailto:alice@pulsecom.com.au)

Danny Wong, Pulse Communications: (02) 8281 3826 / [daniel@pulsecom.com.au](mailto:daniel@pulsecom.com.au)

## **About Xbox 360**

The powerful Xbox 360 video game and entertainment experience delivers amazing games, the next generation of the premier Xbox LIVE online social network, and unique digital entertainment experiences that revolve around gamers. Xbox 360 now boasts a catalogue of over 500 high-definition games. More information can be found online at <http://www.xbox.com/xbox360>.

## **About Xbox LIVE**

Xbox LIVE is the first and most comprehensive unified online entertainment network seamlessly integrated throughout the entire console experience, making it easy for people to find the friends, games and entertainment they want from the moment they power on their Xbox 360 system. Xbox LIVE connects millions of members across 26 countries to enjoy hundreds of multiplayer games, downloadable games via Xbox LIVE Arcade, free and premium playable game demos and movies in the as well as new game levels, characters and vehicles for all their favourite retail games. More information can be found online at <http://www.xbox.com/en-au/live>.

## **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential. Xbox 360, the Xbox 360 logo, Xbox LIVE are trademarks of the Microsoft group of companies.