



## **Forza Motorsport 3 Limited Collector's Edition Details and Exclusive Pre-Order Audi R8 V10 Revealed**

Helsinki – July 28, 2009 - October 23 will mark the launch of "Forza Motorsport 3" in Finland, exclusively on Xbox 360. With more than 400 cars on over 100 tracks, the next game in the heralded series will be the biggest and most vividly realistic console racing title launching this holiday. And while all "Forza Motorsport 3" players will get to experience the bone-jarring physics, unparalleled levels of customization, and epic car and track list, fans who purchase the Limited Collector's Edition will find even more goodies under the hood.

The Forza Motorsport 3 Limited Collector's Edition (LCE) gives aspiring drivers, tuners and painters instant VIP Membership status within the Forza community including special recognition in the new Storefront feature as well as the online Auction House, scoreboards, ForzaMotorsport.net and more. As a VIP member, consumers gain exclusive access to five of the world's hottest cars:

- 2009 Aston Martin DBS
- 2009 Chevrolet Corvette ZR1
- 2007 Ferrari 430 Scuderia
- 2007 Lamborghini Gallardo Superleggera
- 2007 Porsche 911 GT3 RS (997)

And if you crave cars, you won't want to miss another perk of the "Forza Motorsport 3" LCE – an Exclusive Collector's Car Pack, personally hand-picked, tuned and painted by the team at Turn 10:

- Audi R8 5.2 FSI Quattro (Forza Motorsport 3 Cover Car)
- Acura NSX (Forza Motorsport Cover Car)
- Nissan Fairlady (Forza Motorsport 2 Cover Car)
- Aston Martin DB9 (Forza Motorsport 2 European Cover Car)
- 2008 Dodge Charger Stock Car (with Xbox 360 livery)

In addition to the exclusive cars, Turn 10 also plans to create a series of new and exclusive designs and tuning kits exclusively for VIPs. And to show off your true "Forza Motorsport" pride and prowess, consumers also receive a Forza Motorsport 3 collector's keychain and a 2GB USB thumbdrive in which you can store your favorite "Forza" videos, photos and designs to easily share them with friends.

As an added incentive, pre-order Forza Motorsport 3 at participating retailers and you will receive a token to unlock the official pre-order car for "Forza Motorsport 3," the custom painted Audi R8 V10.

"Forza Motorsport 3" is rated E for Everyone. For LCE box art and car screenshots, media are invited to visit <http://forza.xbox.com> or <http://edelmanadmin.psni.com/public/Forza%20Motorsport%203/>.

**For more information, please contact:**

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**About Xbox 360**

Xbox 360 is a premier video game and entertainment system. It is home to the best and broadest games as well as the largest on-demand library of standard- and high-definition movies, TV shows and music connected to the television. The digital center of the living room, Xbox 360 blends unbeatable content with the largest online social network of 20 million members on Xbox LIVE to create a limitless entertainment experience that can be shared at home or across the globe. With the addition of Project Natal, Xbox 360 will forever transform social gaming and entertainment with a whole new way to play — no controller required. More information about Xbox 360 can be found online at <http://www.xbox.com>.

**About Xbox LIVE**

Xbox LIVE is the largest gaming and entertainment network and delivers more entertainment than any device connected to the television, including movies, TV, music and games. Xbox LIVE is also the only entertainment service to provide instant on 1080p HD streaming video from Zune video. With an active community of more than 20 million people across 26 countries, Xbox LIVE lets you play the best games, enjoy the largest on-demand entertainment library, and listen to millions of songs — all while connecting to friends anytime, any couch. An Xbox LIVE Gold membership provides you with exclusive benefits and premium access to entertainment from the top studios and services, all in one place. More information about Xbox LIVE can be found online at <http://www.xbox.com/live>.

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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