



XBOX INTRODUCES A EUROPEAN 'FACE OF FORZA' ***Meet Natacha Gachnang – a 'forz' to be reckoned with***

Helsinki – July 29, 2009 – Xbox® today announced Swiss born, female racing sensation Natacha Gachnang as the European 'Face of Forza' to celebrate the upcoming launch of Forza Motorsport® 3 for the Xbox 360® from Microsoft.

Launching on 23 October 2009, Forza Motorsport 3, is the definitive racing game for everyone from hardcore tuners to anyone who's ever dreamed of driving at full-throttle. Who better than Gachnang to speak to its incredible realism and thrilling driving action.

In December 2008, Gachnang was announced as the first ever female driver to race in the FIA Formula Two Championships. The 21 year old, who is the cousin of Formula One driver Sébastien Buemi, is currently shining in her debut season racing under MotorSport Vision.



Natacha also spent some time in Seattle as a consultant on the game, giving advice on the realism of some of the tracks she has raced in her career, as well as critiquing the sounds and set ups of the cars she has driven. Gachnang also explored the customisation and tuning elements of the game and created her own car.

The ultimate thrill seeker, Gachnang lists heliskiing as one of her favourite hobbies and she jumped at the chance to test her experience of the road on the breathtaking virtual tracks of Forza 3.

"What a buzz – the tracks, the cars, the handling – the attention to detail is incredible. Forza 3 is a car fans dream! It really feels like I'm right there, in the car, racing round the tracks, all in the comfort of my own living room!" said Natacha Gachnang

Launching this October exclusively on Xbox 360, "Forza Motorsport 3" unites the racing game genre making it possible for everyone to experience the thrill of the world's most exotic and exquisite cars.

You can take the wheel of over 400 of the most loved cars on the planet on over 100 different tracks, including the sublime Audi R8 and the infamous German Nürburgring.

Developed by Turn 10 and Microsoft Studios, Game Director Dan Greenawalt stated, *"A love of all things cars lives in everyone at Turn 10. It's fantastic to see this mirrored in Natacha. Her passion and expertise for racing is clear to see and the realism of the game really lets her skills as a driver shine through. From a pro driver like Natacha to anyone who has a passion for cars, Forza Motorsport 3 has something for everyone."*

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About "Halo"

The "Halo" franchise is an award-winning collection of properties that have grown into a global entertainment phenomenon. Beginning with the original "Halo: Combat Evolved" for Xbox in 2001, the rich fiction of the franchise has since inspired a series of blockbuster Xbox and Xbox 360 video games, The New York Times best-selling novels, comic books, action figures, apparel and more.

Published by Microsoft Game Studios, the "Halo" franchise of games is exclusive to the Xbox 360 video game and entertainment system and the games are optimized for the Xbox LIVE online entertainment network. More than 27 million copies of "Halo" games have been sold worldwide, driving more than 2 billion hours of gameplay by people connected to Xbox LIVE. In February 2009, the "Halo" franchise expanded into the real-time strategy genre with "Halo Wars," which went on to become the best-selling real-time strategy game on any current generation console. On Sept. 22, 2009, Microsoft will release "Halo 3: ODST," the next chapter for "Halo" and prequel to the events that transpire in "Halo 3."

About 343 Industries

343 Industries is the publisher of the blockbuster "Halo" series of videogames and, as part of Microsoft Game Studios, oversees the "Halo" franchise, including novels, comics, licensed collectibles, apparel and more. 343 Industries is home to world-class developers working on future "Halo" projects, including "Halo Legends" and Halo Waypoint, as well as partnering with renowned developers such as Bungie LLC and Robot Entertainment to produce "Halo" games for Xbox 360 and Xbox LIVE.

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 and TV shows connected to the television — with music coming this fall. 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 currently code-named "Project Natal," Xbox 360 will forever transform social gaming and entertainment with a whole new way to play — no

controller required. More information about "Project Natal" and Xbox 360 can be found online at <http://www.xbox.com/projectnatal> and <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 and games, with music coming this fall. This fall, Xbox LIVE also will be the only entertainment service to provide instant-on 1080p streaming HD video from Zune video in supported countries. 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 library and, coming soon, listen to millions of songs — all while connecting to friends anytime. 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.