



## **Get the Xbox 360 Party Started at gamescom**

**Microsoft unveils exclusive experiences of all flavors, including "Lips: Number One Hits", "Forza Motorsport 3," "Halo 3: ODST," new Xbox LIVE updates and Windows 7**

**– HELSINKI, August 19, 2009** – Microsoft is ready to kick-off the gamescom party with its blockbuster line-up of exclusive entertainment experiences.

### **Racing dreams and heart-pounding action**

Releasing Oct. 23 in Europe, "Forza Motorsport 3" puts you behind the wheel of your dream car in the comfort of your living room. Stunning HD graphics supported by cutting-edge physics simulation where cars incur damage and roll over puts you in the driver's seat of the only game this holiday that delivers the high speed thrills of what it feels like to put more than 400 of the world's best cars through their paces. From newcomers to seasoned gamers, "Forza Motorsport 3" provides a racing experience for everyone thanks to adjustable difficulty levels and driving assists like gameplay rewind and one-button driving. The game has the cars you want to drive, the stunning HD graphics you crave, the most robust online experience via Xbox LIVE and a growing creative and competitive racing community that's unmatched. Show attendees can take the game for an unforgettable test drive on one of the official "Forza Motorsport 3" Racing Pods at the Xbox booth.

Visitors will also have the opportunity to get hands-on with the newest game in the "Halo" saga, "Halo 3: ODST." Players will step into the role of an ODST (Orbital Drop Shock Trooper) and engage in the all new multiplayer mode, Firefight. This cooperative mode lets four people fight side by side against waves of Covenant .\*

Soon after gamescom, beginning Sept. 22, "Halo" fans around the world will be able to continue the heroic adventures at home.

### **Fun, friends and Entertainment with Xbox LIVE**

Whether it's watching your favorite movies and TV shows, connecting with friends or finding the perfect game, Xbox LIVE brings a pipeline of content that is always being updated and refreshed for the more than 20 million Xbox LIVE members.

With the recent update that launched on Aug. 11, people can now experience the latest addition to the Xbox LIVE world: fashion! Avatar's rejoice at the freshest threads and hottest accessories on Avatar Marketplace, including items from adidas, tokidoki, QuickSilver and Roxy.

The fun doesn't stop there. Last week Xbox LIVE launched Games on Demand, making it easier than ever to purchase and download full Xbox 360 games directly to your console.

Beat the summer heat with Xbox LIVE Arcade, your premier destination for the best downloadable games. Part of the second annual Summer of Arcade program and winner of numerous "Best of E3" awards including best downloadable game, the highly-anticipated "Shadow Complex™" launches today and is exclusive to Xbox LIVE.

More social entertainment experiences are launching this fall on Xbox LIVE, including Facebook, Twitter, Last.fm and instant-on 1080p HD streaming with Zune Video. From connecting and sharing with your friends on Facebook, to tracking tweets on Twitter or watching a movie with friends sitting on the same sofa or sofas across the globe, each experience Xbox LIVE gives social butterflies even more ways to share the fun with the people they care about – all from the comfort of home.

### **Experience the magic of Windows 7**

Attendees will also be able to give the upcoming operating system, Windows 7, scheduled for release Oct.22 a try at experience stations in the Microsoft booth. Themed "My PC, Totally Easy" all news for gamers will be presented as well as all new features which make it even easier to work with the PC. With improvements in performance and reliability and through DirectX® 11 technology that delivers breath-taking graphics, the best will be brought out of Windows games in the future. The enhanced game explorer will provide easier administration and convenient updating of Windows games. Using "PlayTo" music, photos and videos are sent from the PC to all multimedia devices of the home network – delivering enjoyment without constraints.

For more information and press materials for all of Microsoft's offerings at gamescom, please visit [www.xbox.com/en-US/press](http://www.xbox.com/en-US/press).

\* Xbox LIVE Gold membership is needed to participate in online multiplayer games.

### **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 high-definition video from Zune 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.