



FORZA MOTORSPORT® 3

Le Mans Circuits to Debut in Forza Motorsport 3

On June 13 and 14 in Le Mans, Sarthe, France, the world's best drivers and their finely tuned race cars will compete in the oldest and most prestigious endurance race in the world, at the 24 Hours of Le Mans.

Helsinki, June 12 – To celebrate the 77th 24 Hours of Le Mans, Xbox 360 has partnered with Peugeot Sport to host a press event at the Le Mans circuit together with Peugeot Sport's top driver, Stéphane Sarrazin. The event, held in Peugeot Sport's Hospitality at Le Raccordement announces the debut of the famed Le Mans Le Sarthe and Bugatti circuits as well as a new multi-class racing mode, all to be included in "Forza Motorsport 3", when the game launches exclusively on Xbox 360 in October. A consultant to developer Turn 10 on the re-creation of the track for Forza Motorsport 3, Stéphane took some laps on the in-game version of LeMans with press prior to joining his Peugeot 908 teammates to prepare for Saturday's race.

In the true spirit of motorsport, no "Forza Motorsport 3" experience is complete without the inclusion of the finely tuned and highly engineered racing machines designed by the world's most prestigious racing teams. To that end, Xbox 360 also announced at Le Mans the first set of more than 100 race cars that will featured in the game. For the first time in Forza Motorsport history, fans will be able to get into the cockpit of some of the world's most famous race cars including the Peugeot Sport 908, the Audi FSI Champion Racing R8 and the Ferrari MOMO Doran Racing F333 SP. With the best graphics and most realistically performing cars in gaming, "Forza Motorsport 3" will let racing fans worldwide live out their love of motorsport like never before.

Back in the U.S. this weekend, Xbox 360 and Audi North America invite motorsport fans and media to the Audi Forum New York City for a host of activities celebrating Le Mans. Among them, Xbox 360 and Audi North America are hosting the AXF-24 Audi-Forza Challenge where nine of North America's top "Forza" drivers as determined by rankings on Xbox LIVE will compete in a simulated 24-hour endurance competition complete with regular pit stops to refuel and replenish as that challenge themselves and each other on the just debuted Le Mans Le Sarthe circuit in "Forza Motorsport 3." The competition runs concurrent to the actual race in France with gamers being split into three teams of three drivers, just like Le Mans racing teams then compete to win an all-expenses paid trip for them and a guest to the 2010 24 Hours of Le Mans race hosted by Audi. Other activities for media and guests include taking their own turns on Lemans in the Forza Motorsport 3 racing pod, witness pit stop demonstrations

featuring the real-world Audi R8 and R10 Le Mans race cars as well as view a live broadcast of the race from France. For more info or to register to attend the events taking place at the Audi Forum New York in Manhattan, visit <http://audiexp.com/axf24.html>

With unparalleled physics, stunning graphics and more competition and variety than any game before, "Forza Motorsport 3" captures the thrill of Le Mans and brings it from the track to your living room this October. For more information or to download in-game screen shots and video showcasing some of the hottest race cars on the Le Mans in the game, visit <http://forza.xbox.com>, or <http://edelmanadmin.psni.com/public/Forza%20Motorsport%203/>

Among the more than 100 race cars in "Forza Motorsport 3" announced today:

Manufacturer	Model
Audi	#2 Audi Sport North America R10 TDI
Audi	#2 FSI Champion Racing R8
Bentley	#7 Team Bentley Speed 8
BMW	#15 BMW Motorsport V12 LMR
Cadillac	#6 Team Cadillac Northstar LMP-02
Ferrari	#30 MOMO Doran Racing F333 SP
Peugeot	#8 Peugeot Sport 908
Peugeot	#3 Peugeot Talbot Sport 905 EVO 1C
Porsche	#17 Racing Porsche AG 962c
Toyota	#3 Toyota Motorsports GT-ONE TS020
Audi	#8 Audi Sport Team Joest Audi R10 TDI
Ferrari	#12 Risi Competizione F333 SP

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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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