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## **EIDOS UNVEILS FIRST DETAILS OF *LARA CROFT TOMB RAIDER: LEGEND***

**World's Best-Known Digital Entertainment Icon Gets Fresh Start  
From New Team, New Look, New Adventure**

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Eidos, one of the world's leading publishers and developers of entertainment software, today reveals the first details, including title, in-game character model and brand direction, of the next adventure for video gaming's leading lady. ***Lara Croft Tomb Raider: Legend*** is grounded in *Lara Croft's* tomb raiding roots and built to challenge even the most accomplished serial adventurer.

"In setting the stage for the *Tomb Raider* franchise moving forward, we took ourselves back to Lara's origins, asked ourselves the hard questions and challenged ourselves to think differently," said Chip Blundell, vice president of brand marketing, Eidos Inc. "Who is *Lara Croft*? What makes her tick? How is she relevant today? Only by answering these questions could we ensure that gamers get the experience they deserve with the character they love."

Eighteen months ago, *Tomb Raider* team members at Crystal Dynamics embarked on their own quest to rediscover *Lara Croft*. During their soul-searching mission, they unearthed past consumer surveys, conducted new research, re-read every game review, listened to lots of passionate pleas and opinions from gamers and re-played through every *Tomb Raider* product. From this introspection and open-minded search for a fresh perspective, *Tomb Raider: Legend* was born.

As a result, Eidos is evolving the brand while building on the original values of compelling character and suspense-filled adventure gameplay. Crystal Dynamics has brought together the biggest and most diverse development team in *Tomb Raider* history and recruited *Lara Croft's* original creator Toby Gard as the lead character designer.

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“Even before the first title launched, *Lara Croft* had to fight her way into the *Tomb Raider* franchise, since at the time most game characters were muscle-bound blokes,” said Gard. “The *Lara Croft* character is resilient and totally unstoppable. In *Tomb Raider: Legend*, we explore these core personality traits and reveal the *Lara Croft* gamers have been waiting to see.”

*Tomb Raider: Legend* revives the athletic, intelligent and entertaining adventurer who won the hearts and minds of gamers worldwide. Lara comes alive with intricately animated expressions, moves and abilities. An arsenal of modern equipment, such as a magnetic grappling device, binoculars, frag grenades, personal lighting device and communications equipment, allows gamers to experience tomb raiding as never before.

Eidos and Crystal Dynamics shaped Lara’s look and movements to be an inherent extension of her skills, motivation and personality. Lara’s character model features natural structure, realistic textures, detailed facial features, reactive eyes and fluid motion, all of which make her part of a living environment.

New character animations and controls allow her to move through stunning environments with grace and precision, while an understanding of the game’s original appeal reinvigorates the fundamental explore-and-solve adventure experience.

*Tomb Raider: Legend* is slated for release on the PlayStation®2 computer entertainment system, PC and the Xbox® video game system from Microsoft. More details will be revealed on [www.tombraider.com](http://www.tombraider.com) beginning April 12.

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**About Eidos**

Eidos plc is one of the world’s leading publishers and developers of entertainment software with a diverse mix of titles for the PC, PlayStation®2 computer entertainment system, Nintendo GameCube™ and the Xbox™ video game system from Microsoft. For more information on Eidos and its products visit [www.eidos.com](http://www.eidos.com)