



## CHASE GRAND FINAL GLORY WITH AFL PREMIERSHIP 2005™ ON PLAYSTATION 2

*Fans prepare for finals fever with launch of highly anticipated local title*

**Sydney, 17 August, 2005** – Sony Computer Entertainment Australia (SCE Aust.) is pleased to announce the launch of *AFL Premiership 2005 – The official game of the AFL Premiership™* to fans of Australia's number one spectator sport right across the country. Developed in the heart of Melbourne by IR Gurus, footy fans can experience all the bone crunching action of the real thing in anticipation of the 2005 AFL finals series when the title is released on 8 September, 2005.

*AFL Premiership 2005* is the official game of the AFL featuring all the teams, players, venues and competitions from the 2005 AFL Premiership season. Building on the feature set of past AFL games and drawing on the expertise of the AFL and a Melbourne based community of current and former players, coaches and umpires, there are a range of exciting new modes and developments for fans of the game. A new season mode incorporates player trading, a preseason draft and online play while new in game commentary, match reports and suspensions, multiple coaching strategies and realistic player movements will take players further into the heart of the sport.

A bonus DVD will be included with each copy of the game sold; this disc, released for the first time on DVD is a visual history of Australian Football covering 100 years of the great game. The high value DVD covers all the icons and iconic action moments that have contributed to legendary status of many individuals and the AFL game.

Steve Wherrett, Director of Promotions and Sponsorship, SCE Australia believes that *AFL Premiership 2005* will reinvigorate the franchise by attracting both new and old fans to the game.

*"AFL Premiership 2005* has been almost two years in the making and the team at IR Gurus has built this game from the ground up. Because they have developed this game

from scratch, they have been able to create a more realistic football experience for hardcore fans of the AFL.”

Allowing fans to take control of their favourite teams and players from the 2005 AFL season, there are a variety of new game options that are sure to wet the appetites of Australian footy fans in the lead up to this year’s AFL Grand Final:

- **Complete the season:** Draft players to your favourite team, battle out and play with the new rule changes in the Wizard Cup, change your team strategy to succeed in the home and away rounds, face the AFL Tribunal.
- **Compete with Australia’s best:** For the ultimate interactive experience, battle fans of rival teams from across Australia with a new online mode that allows up to four players.
- **Get in the game:** Including new PlayStation®2 DigiMask technology, *AFL Premiership 2005* will allow fans to take a photo of their face with an EyeToy camera and then have it inserted in the game as a 3D model. For those who have dreamt of lining up for a Grand Final with the cream of the AFL’s top talent, this is your chance!
- **Soak up the atmosphere:** Play on your favourite ground, enjoy AFL match day sounds from the last 10 years, take in the commentary and game analysis from Denis Cometti, Dermott Breretton and boundary rider Christie Malthouse and get right amongst the action with three main camera angles.
- **Track your favourite players:** Study the history of your favourite AFL players, from their debut season to analysis of their playing performance in the 2004 AFL Premiership Season.

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Please also visit the SCE Aust. Virtual Press Office at <http://www.scee.presscentre.com/au> for further information about PlayStation products.

**Developer:** IR Gurus

**Genre:** AFL

**No. of Players:** 1 – 4 and online

**Platform:** PlayStation®2

**Peripherals:** Analog Controller (DUALSHOCK®2), Memory Card (8MB) (for PlayStation®2), Network Adaptor (Ethernet) (for PlayStation®2),

**Release Date:** 8 September 2005

**About Sony Computer Entertainment Europe Ltd.**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PS one®, PlayStation®2 and PlayStation® Portable software and hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes games software for the three formats, and manages the third party licensing programs for these platforms in the PAL territories. At the end of June 2005, over 40 million PlayStation® units had been shipped across these PAL territories, over 102 million worldwide. Between its European debut on 24 November 2000 and 20th July 2005, over 33 million PlayStation®2 units have been shipped across the PAL territories, over 91 million world-wide, making it one of the most successful consumer electronic products in history. Between the launch of the PSP in Japan in December 2005 and 21 July 2005, over 5 million PSPs have been shipped worldwide.

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**About Sony Computer Entertainment Australia**

Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PS one®, PlayStation®2 and PlayStation Portable® software and hardware in Australia and New Zealand. Sony Computer Entertainment commenced trading in Australia in 1995. At the end of July 2005, over 2.2 million units of PlayStation®2 consoles had been shipped across Australia and New Zealand.

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