



## *My Street*™ FACT SHEET

<b>Publisher:</b>	Sony Computer Entertainment America Inc.
<b>Developer:</b>	Idol Minds
<b>Genre:</b>	Quiz/Board Games
<b>Players:</b>	1-4 players (single console and online)
<b>Platform:</b>	PlayStation®2 Computer Entertainment System
<b>Peripherals:</b>	DUALSHOCK™2 analog controller, Multi-Tap, Memory Card (8MB) (for PlayStation 2), Network Adaptor (Ethernet/Modem) (for PlayStation 2)
<b>Launch Date:</b>	Winter 2002
<b>Target Age:</b>	10 +
<b>Rating:</b>	“RP” for Rating Pending

### OVERVIEW

Within a bright, vibrant, sunny neighborhood, birds are chirping, dogs are barking and kids are getting ready to play the day away. But this is no ordinary neighborhood. Within each backyard, intense competitions are underway to see who rules this hood. In each backyard, basement and field on this street, competition is everywhere. Intense and fun classics such as Dodgeball, Volleyball, RC Racing, Marbles, Corn Field Maze and more are heating up as gamers challenge their friends to intense gatherings. Bragging rights and pride are at stake on *My Street*.

Idol Minds, developers of the critically acclaimed *Cool Boarders*™ franchise, developed this truly unique game for PlayStation 2 that will prove to be the ultimate source of online competition. Up to four players (in single-player or online play) can join the fun, and challenge their friends or foes to any one of eight games. Do you have what it takes to host the game and be the captain in this competitive environment? There's no excuse for not being outside and hanging with your buddies...and if you're coming to this street, you'd better be prepared to play.

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### **KEY FEATURES**

- Enjoy up to eight games that will be playable on *My Street*, including: Marbles, Chemistry Set, Volleyball, Pigs and Chickens, Dodge Ball, Corn Field Maze, RC Racing and Lawn Mowers.
- All mini- games take place in the neighborhood, in backyards, basements, fields and parks.
- Custom characters can be created to match how the player wants his or her character to look.
- Single console mode includes 1-4 player games with multi-tap option.
- Offers endless hours of action for children, teens and adults.
- Developed by Idol Minds, creators of the critically acclaimed *Cool Boarders* franchise.

### **MARKETING SUPPORT**

Sony Computer Entertainment America will support *My Street* with a large, dedicated, multi-million dollar marketing campaign. This will include aggressive national print, online and viral advertising campaigns, full promotional support, dedicated point-of-purchase displays and merchandising support, broadbased public relations support, immersive and interactive Web site and featured coverage in the PlayStation Underground CD Magazine.

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