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SHOWDOWN : LEGENDS OF WRESTLING > COMBAT ELITE > JUICED > THE RED STAR > WORMS FORTS >  
100 BULLETS > WORLD CHAMPIONSHIP RUGBY > AFL LIVE 2004: AUSSIE RULES FOOTBALL > THE BARD'S TALE

**Ak**claim®

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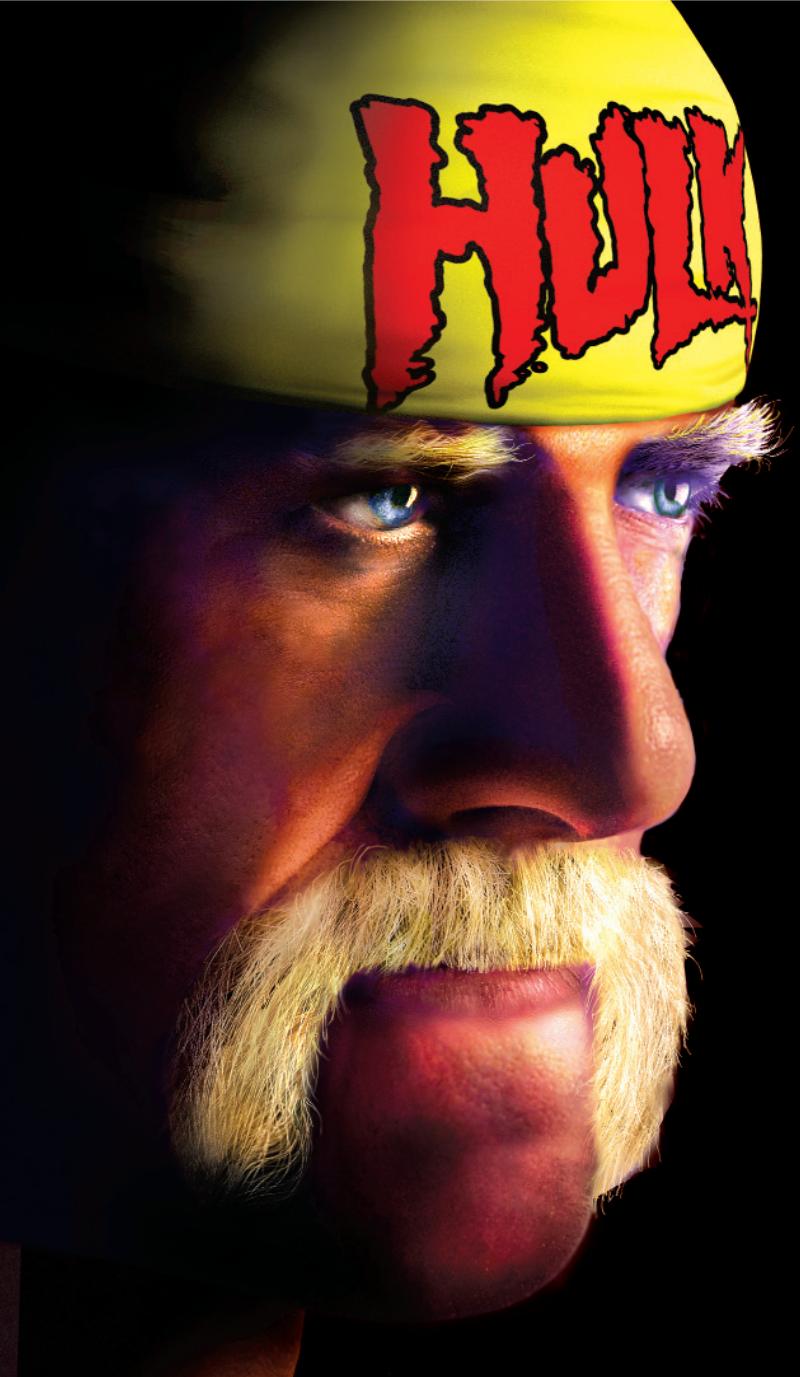
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# SHOWDOWN™

LEGENDS OF WRESTLING

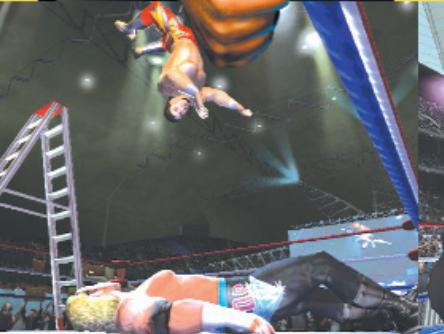
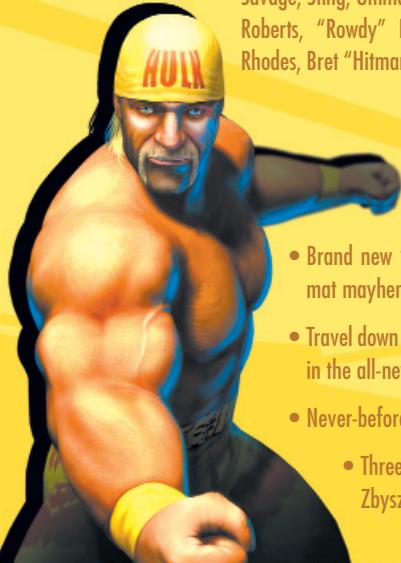


SHOWDOWN: LEGENDS OF WRESTLING™ IS THE EXCLUSIVE SUPERCARD OF THE IMMORTALS! UNLOCK CLASSIC FEUDS AND TRAVEL DOWN THE PATH OF PAIN IN THE FIRST-EVER ERA-BASED CAREER MODE. FINISH THE FEUD!

# SHOWDOWN™ LEGENDS OF WRESTLING

# FEATURES

- 73 wrestling icons including Hulk Hogan, Randy "Macho Man" Savage, Sting, Ultimate Warrior, Andre The Giant, Jake "The Snake" Roberts, "Rowdy" Roddy Piper, "The American Dream" Dusty Rhodes, Bret "Hitman" Hart, Diamond Dallas Page and many more!
  - Matches including Table, First Blood, Ladder, Steel Cage, Iron Man, Battle Royal, Hardcore, 6 & 8 Man Tag, Elimination, Handicap, plus 3 & 4 Way Dances.
  - Brand new "Ready To Brawl" controls for the ultimate in mat mayhem.
  - Travel down the path of pain through the 70's, 80's and 90's in the all-new SHOWDOWN Challenge;
  - Never-before-seen Classic Matches with unlockable arenas.
    - Three-man commentary with Tony Schiavone, Larry Zbyszko & Bobby "The Brain" Heenan.



2014

- Game play tutorial from the "excellence of execution" Bret "Hitman" Hart.
  - Create-A-Legend returns with all new textures and body geometry allowing gamers to make their ultimate icon of wrestling.
  - Signature entrances and taunts for each Legend, including all new licensed music composed by "Mouth of the South" Jimmy Hart.

# MARKETING PLAN



**RATING PENDING**



Visit [www.esrb.org](http://www.esrb.org)  
for more ratings  
information.

ESRB CONTENT RATING [www.esrb.org](http://www.esrb.org)

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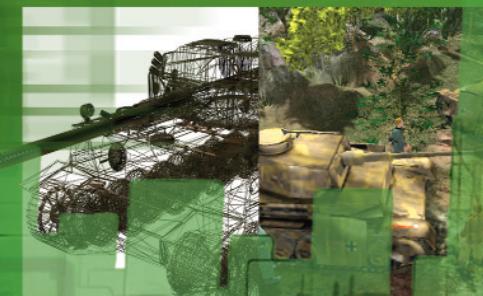
A horizontal barcode strip containing two separate barcode labels. The left label is for a PlayStation®2 game with the ID 121481-233091-1. The right label is for an Xbox® game with the ID 121481-403091-8.



Battle Born's

# COMBAT★ELITE

WWII PARATROOPERS™



TEST YOUR METTLE BY DEVELOPING YOUR SKILLS AS A SOLDIER AND TEAMING UP WITH A BUDDY AS YOU ARE DROPPED DEEP INTO ENEMY TERRITORY TO RELIVE THE GREATEST EUROPEAN GROUND BATTLES OF WORLD WAR II.

BattleBorne's

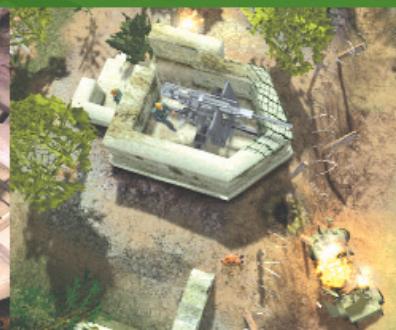
# COMBAT★ELITE

## WWII PARATROOPERS™



### FEATURES

- Over 45 varied and immersive missions that recreate the toughest battles of WWII, including D-Day, Operation Market Garden and the Battle of the Bulge.
- Two player same screen co-operative game play.
- Rise through the ranks - earn promotions that allow you to customize your soldier with new skills and abilities.
- Instantly accessible controls keep your mind on the game play, not the gamepad.
- Incredible assortment of historically accurate weapons, equipment and devices.



# 2004



### MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
PRINT	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
PR	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
ONLINE	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
PROMOTIONS	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
RETAIL	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>

### RATING PENDING

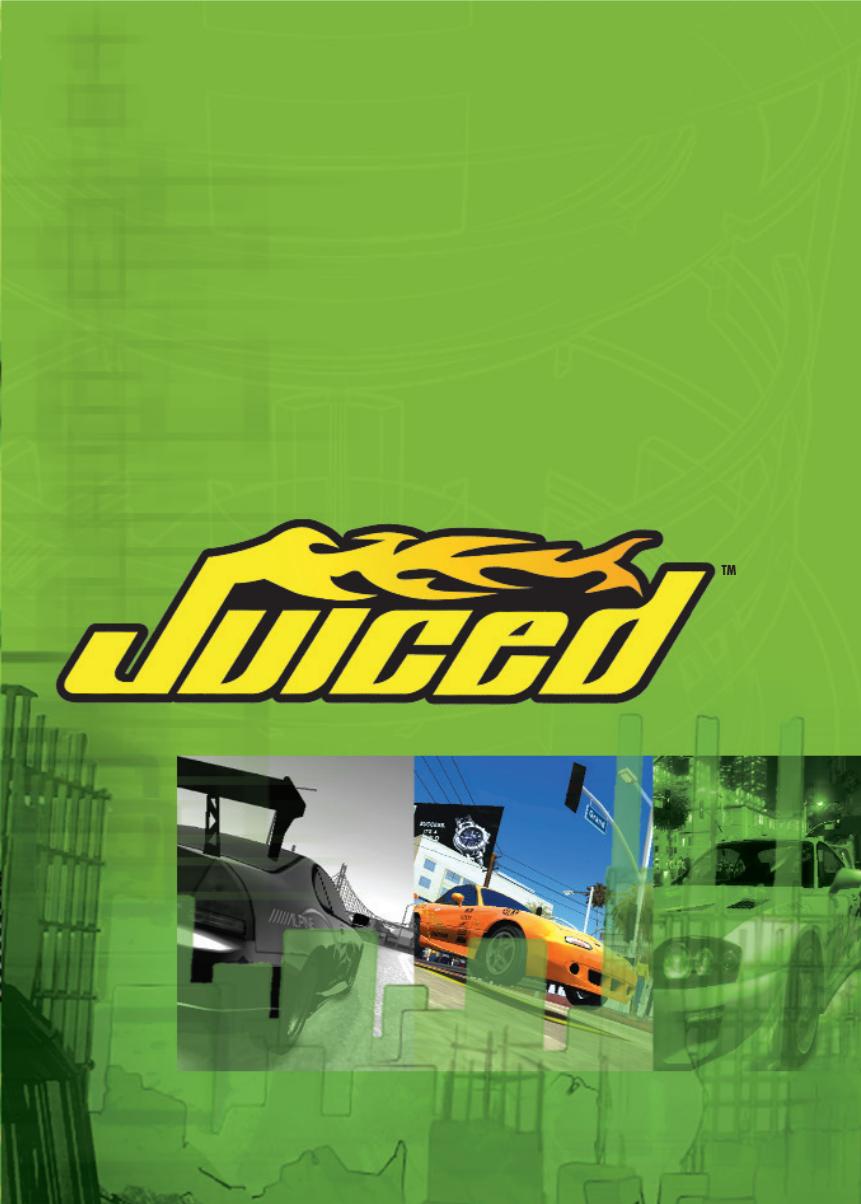


Visit [www.esrb.org](http://www.esrb.org)  
for more ratings  
information.

ESRB CONTENT RATING [www.esrb.org](http://www.esrb.org)

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JUICED IS THE ONLY GAME TO PUT YOU UNDERNEATH THE HOOD OF STREET RACING. CUSTOMIZE YOUR CAR, BUILD YOUR CREW AND RACE ONLINE FOR PINKSLIPS!

# Juiced™

- FEATURES**
- Full, real-time damage and body deformation on all 53 fully licensed vehicles - actual driving physics and manufacturer specs used for each vehicle.
  - Visible car customization using hundreds of licensed aftermarket parts & accessories from all major manufacturers - body parts, wheels, NOS kits, suspension, paint, decals, etc...
  - Xbox® and PlayStation®2 head-to-head on-line play – with innovative features, including racing for pinkslips online.
  - Unique crew-based team game play.
  - In-depth single player tournament takes gamers deep into the underground culture of street-racing.

# 2004



## MARKETING PLAN

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TV								>>>>>		
PRINT								>>>>>		
DEMO								>>>>>		
PR								>>>>>		
ONLINE								>>>>>		
PROMOTIONS								>>>>>		
RETAIL								>>>>>		

**RATING PENDING**

Visit [www.esrb.org](http://www.esrb.org)  
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information.

ESRB CONTENT RATING [www.esrb.org](http://www.esrb.org)

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SET IN A BREATHTAKING, AWARD-WINNING UNIVERSE, THE RED STAR FLAWLESSLY BLENDS THE FIGHTING AND SHOOTING GENRE, OFFERING INNOVATIVE HIGH-ACTION, CHARACTER-DRIVEN GAMEPLAY.



# THE RED STAR™ 2004

## FEATURES

- Combat system built upon generations of fighters & shooters, blended to create a hybrid of classic gameplay & current technology
  - Fast, fluid & exciting shooting elements.
  - Deep, visceral fighting elements.

- Player characters can interact with each other during cooperative play.
  - One player's attacks can modify & enhance their friend's attacks.
- 3 characters offer 3 very different game experiences.
  - The characters embody either strength, speed or sorcery.
  - Provides for arcade-like replayability.
- Breathtaking, visually stunning special attacks.
- Every enemy & every obstacle is a strategic challenge.
  - Action is never mindless or repetitive.



## MARKETING PLAN

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PRINT	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
DEMO		>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
PR	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
ONLINE	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>	>>>>>
PROMOTIONS										
RETAIL										
COMICON										
OUTDOOR										

RATING PENDING



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ESRB CONTENT RATING [www.esrb.org](http://www.esrb.org)

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PlayStation®2

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Xbox® LIVE

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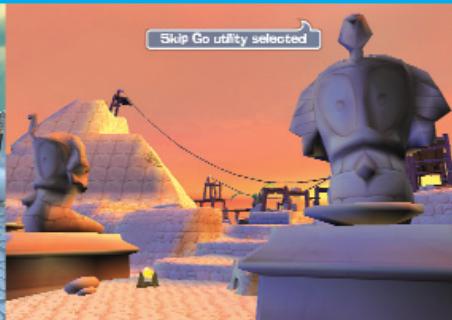
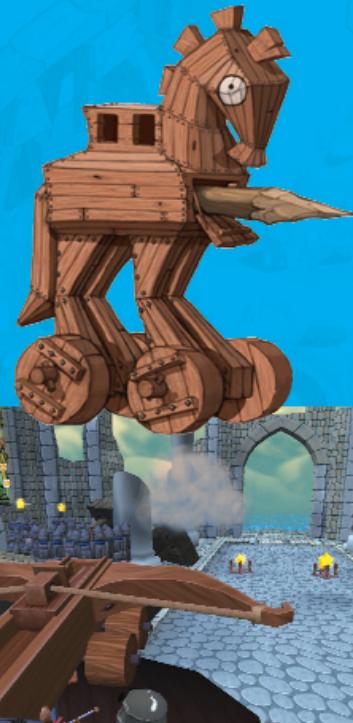


TAKE COMMAND OF A CRACK TEAM OF FORT-DWELLING WORMS AS YOU CONSTRUCT DEFENSES, SEIZE VALUABLE RESOURCES AND OF COURSE, BUILD WEAPONS OF MASS DESTRUCTION TO DESTROY YOUR OPPONENTS' FORTIFICATIONS, ALL WRAPPED WITH THE DARK AND ZANY HUMOR YOU HAVE COME TO EXPECT IN THE WORMS UNIVERSE.

# WORMS FORTS UNDER SIEGE™

## FEATURES

- More destruction, action, strategy, laughs and fun than you can shake a large and unfeasibly sinister stick at!
- Hot seat play: Up to four players can play on one console, or take it online on the PC or Xbox Live!
- Never before in Worms has the player been able to actually build your own castle: ramparts, towers, walls, citadels and keeps. But be careful: different buildings give you different abilities. Choose poorly and you may find yourself behind in the arms race.



## RATING PENDING

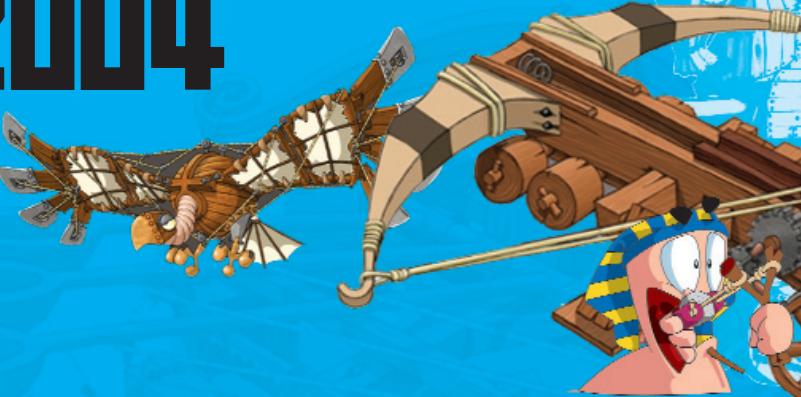


Visit [www.esrb.org](http://www.esrb.org)  
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ESRB CONTENT RATING [www.esrb.org](http://www.esrb.org)

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# 2004



- Fully deformable 3D fortifications! You want to blow craters in your enemy's castle? Then take aim and do it, and watch it crumble before your very eyes!
- Outrageous, massive weaponry! Okay, so we've had destruction in previous titles, but nothing like this. Catapults, cannons, giant crossbows, bows and arrows, flaming oil, rocket launchers, artillery fire, air strikes, napalm... even nuclear strikes!

## MARKETING PLAN

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PRINT								>>>>>>>>>		
PR								>>>>>>>>>		
ONLINE								>>>>>>>>>		
PROMOTIONS								>>>>>>		
RETAIL								>>>>>>		
DEMO								>>>>>>		

Bazooka weapon selected

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PlayStation®2

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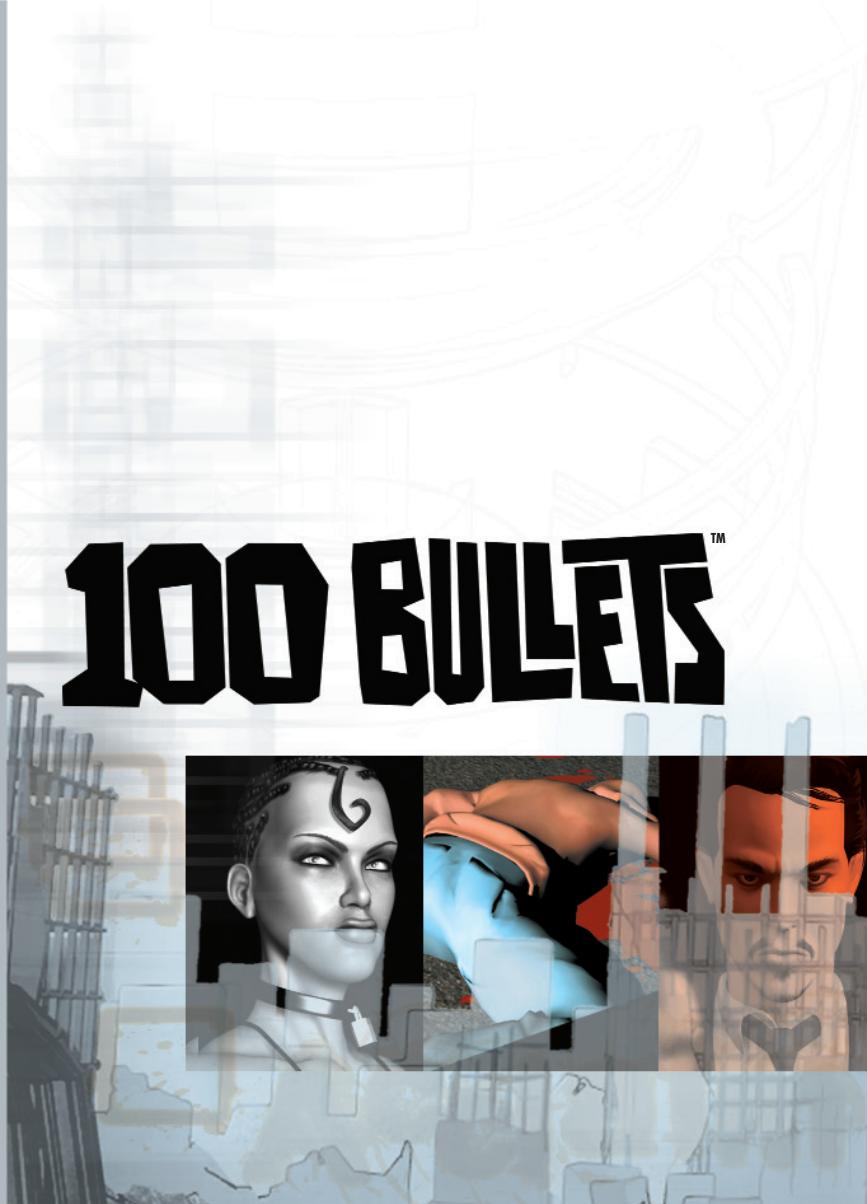
Xbox®

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PC

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100 BULLETS DELIVERS AN ORIGINAL ACTION EXPERIENCE SET IN AN URBAN NOIR WORLD OF CONSPIRACY AND REVENGE. PART HARD-BOILED CRIME STORY, PART PARANOID ESPIONAGE THRILLER.

# 100 BULLETS™

## FEATURES

- 100 Bullets, the top selling DC Comic, is doing to video games what Pulp Fiction did to the movies - written by award winning pulp noir writer Brian Azzarello combined with top Hollywood voice talent and integrated licensed music.
- The most controversial and conspiracy fueled communications campaign culminating in mass market TV, print, and online.
- The richest and most intriguing story, taking the player beyond the conventional bounds of gameplay.
- Full out Urban/Ethnic style drives the characters, music and environments.

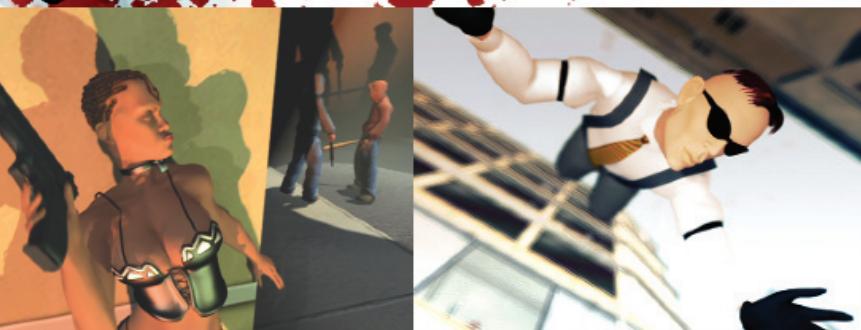


- This product introduces "R.A.G.E" a new form of gunplay that takes game action sequences to a new level of Hollywood style entertainment.
- Make use of your enemies and the fully interactive environments: throw hostages through windows, knock your foes into walls, and use them as human shields.

## MARKETING PLAN

MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

TV	>>>>>>
PRINT	>>>>>>>>>>>>>>>>
PR	>>>>>>>>>>>>>>>>>>>
ONLINE	>>>>>>>>>>>>>>>>
PROMOTIONS	>>>>>>>>>
RETAIL	>>>>>>>>
OUTDOOR	>>>>>>



RATING PENDING



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VERTIGO  
DC COMICS

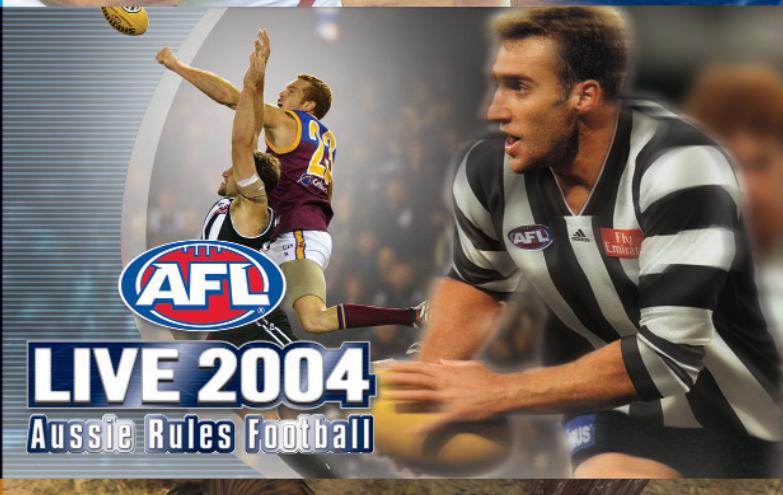


PlayStation®2



Xbox®

>>



# INTERNATIONAL





**WCR**  
WORLD CHAMPIONSHIP RUGBY™



THE BEST BONE-CRUNCHIN'  
BLOOD-FLOWIN'  
RUGBY GAME EVER!



# 2004



## FEATURES

- Arcade controls for pick-up-and-play ease.
- 20 International teams (2003 World Cup participants).
- True-to-life player movement with over 400 mo-cap moves and detailed player models featuring scale and weight plus uniform & field degradation.
- Two man commentary from Sky Sports Stuart Barnes & Miles Harrison.
- Dynamic tackling system for bone-crushing hits.
- The Official game of the England Rugby Team.



[www.pegi.info](http://www.pegi.info)

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## INTERNATIONAL



# LIVE 2004

## Aussie Rules Football

THE SIREN BLASTS. THE CROWD ROARS. TAKE TO THE FIELD AND PREPARE TO MAKE HISTORY AS AFL LIVE 2004™ COMES AT YOU WITH ALL NEW FEATURES AND ENHANCED GAMEPLAY.



# 2004



### FEATURES

- Play 3 new mini games, mission based games and the Wizard Cup complete with new rules, including the 9 point supergoal.
- Includes all official awards including Brownlow, Norm Smith and Coleman Medals.
- All new kicks (torpedos and snap), bumps, marks, handballs.
- More realistic and challenging gameplay.
- New commentary team including Dennis Cometti, Gerard Healy and Christie Malthouse.



3+  
TM

[www.pegi.info](http://www.pegi.info)

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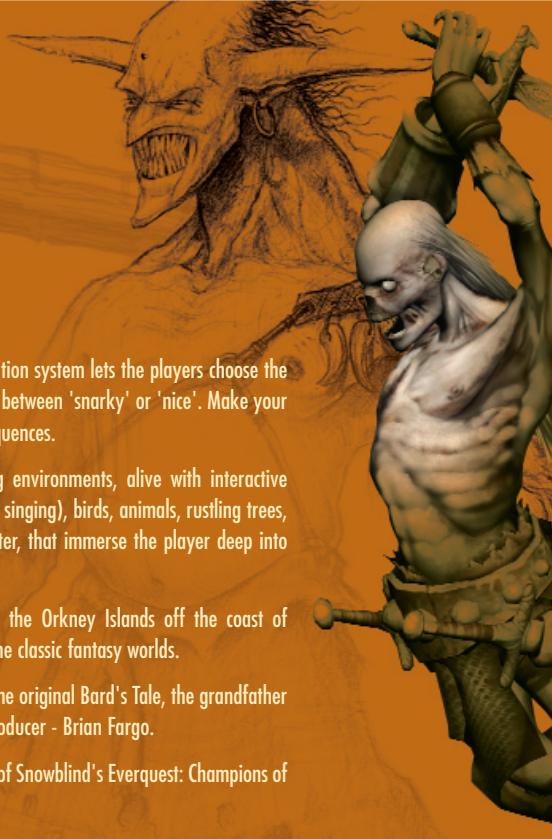
INTERNATIONAL



## FEATURES

- A new generation third-person, action-RPG game featuring wicked humor and clever personality.
- Forget the quest to save the world, our hero is interested in just two things... coin and cleavage.
- A deep RPG experience with non-linear game play resulting in many different outcomes and true replay value.
- Develop your combat party by summoning a group of eccentrics and misfits to do your bidding.

2004



- Using the "Snarkom" conversation system lets the players choose the tone of the Bard's interactions between 'snarky' or 'nice'. Make your choice and live with the consequences.
- Brilliant graphics and bustling environments, alive with interactive townsfolk, original music (with singing), birds, animals, rustling trees, waving grass and trickling water, that immerse the player deep into the Bard's world.
- Based on the storied land of the Orkney Islands off the coast of Scotland - the inspiration for the classic fantasy worlds.
- The modern interpretation of the original Bard's Tale, the grandfather of all RPG's, by the original producer - Brian Fargo.
- Driven by the next generation of Snowblind's Everquest: Champions of Norrath engine.



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INTERNATIONAL