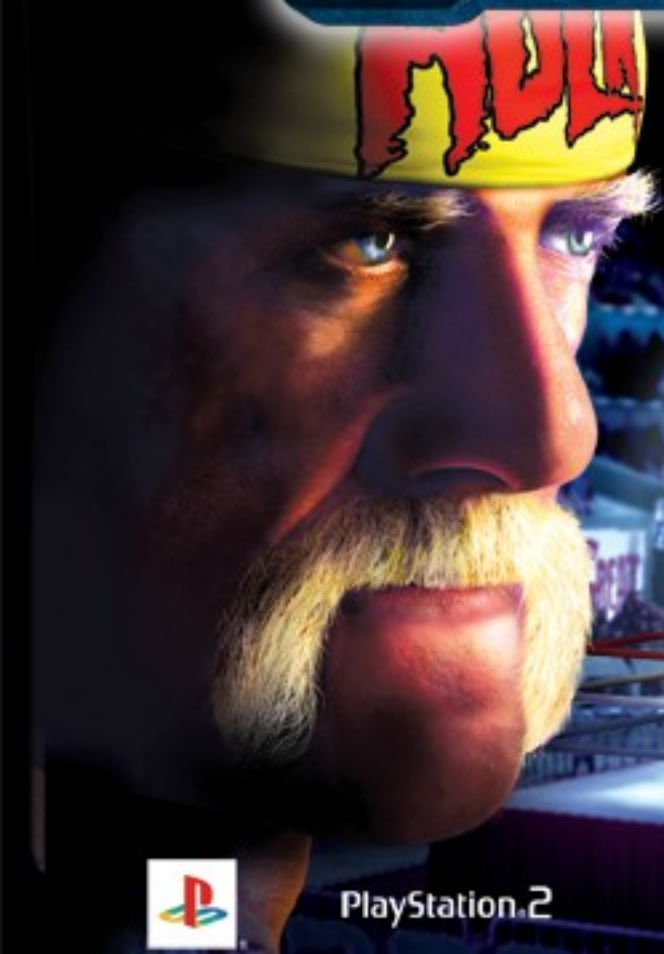




ACCLAIM:2004

SHOWDOWN™

LEGENDS OF WRESTLING



PlayStation 2



AKKlaim

SHOWDOWN™

LEGENDS OF WRESTLING

Platforms: PlayStation®2/Xbox®
Release Date: June 2004
Suggested Retail Pricing: \$49.99
ESRB Rating: T

- **The Ultimate Wrestling SuperCard!**
73 Legends - Hulk Hogan, Randy "Macho Man" Savage, Sting, Ultimate Warrior, Andre The Giant, Jake "The Snake" Roberts and more
- **New "Ready To Brawl" control setup for pick up and play ease**
- **Authenticity to appeal to the wrestling fanatic**
 - New look & feel with TV broadcast presentation
 - Bret "Hitman" Hart video tutorial and new match types
 - Ex-WWE writer and commentator Kevin Kelly hired as creative consultant
- **Product innovation**
 - First ever era-based Career Mode – **SHOWDOWN CHALLENGE**
 - Never-before-seen Classic Matches
 - 3 Man Commentary by Tony Schiavone, Larry Zbyszko & Bobby "The Brain" Heenan
 - Create-A-Legend with more textures than ever before plus body geometry
- **Aggressive Marketing Campaign**
 - Mass market campaign at launch leveraging exclusive talent
 - Huge buzz on title among Wrestling and Video Game consumers

BRAND HIGHLIGHTS

**ACCLAIM
2004**



SHOWDOWN™

LEGENDS OF WRESTLING

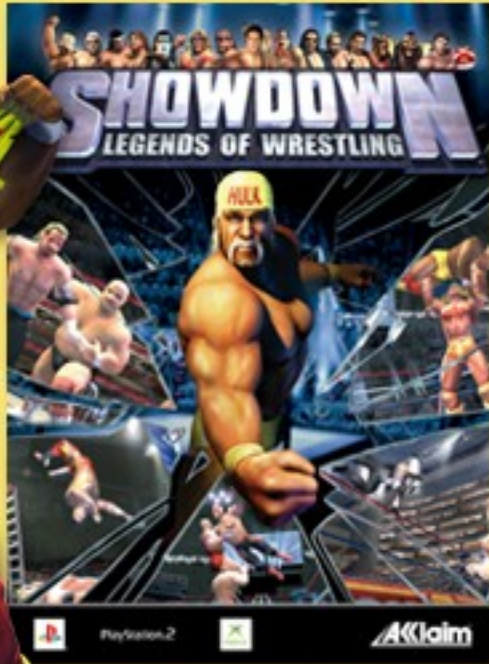
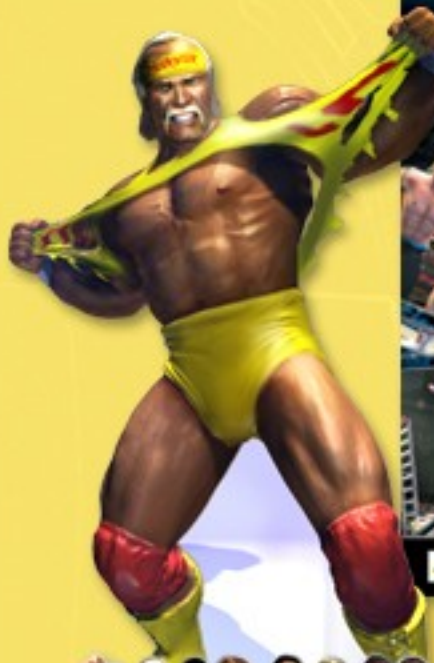
- A dream roster of **73 Legends** including Hulk Hogan, Randy “Macho Man” Savage, Sting, Ultimate Warrior, Andre The Giant, Jake “The Snake” Roberts, Bret “Hitman” Hart, “Rowdy” Roddy Piper, “The American Dream” Dusty Rhodes, Diamond Dallas Page and more
- **New “Ready To Brawl”** controls
- First ever era-based career mode – **SHOWDOWN CHALLENGE**
- Never-before-seen **Classic Matches**
- **3 man Commentary** w/ Tony Schiavone, Larry Zbyszko & Bobby "The Brain" Heenan
- Match types: Table, First Blood, Ladder, Iron Man, Steel Cage, Hardcore, Elimination, 6 & 8 Man Tag
- **Bret “Hitman” Hart** video tutorial

KEY FEATURES

**ACCLAIM
2004**



SHOWDOWN™ LEGENDS OF WRESTLING



22x28 Poster



T-Shirt



Oversized
Comp Boxes

Standee



POP MATERIALS

ACCLAIM
2004



SHOWDOWN™

LEGENDS OF WRESTLING

FINISH THE FEUD

SHOWDOWN
LEGENDS OF WRESTLING

THE ULTIMATE SUPERCARD

In Stores April 2004

PlayStation 2

Spread

Full Page

PRINT ADS

ACCLAIM
2004



SHOWDOWN™

LEGENDS OF WRESTLING

“The numerous changes could give THQ a serious powerslam”

- PSM

“SHOWDOWN: Legends of Wrestling is going to be the wrestling game to watch out for this year.”

- NLGaming.com

“SHOWDOWN should easily be the best of the series.”

Informer

-Game

“If you're a wrestling fan, SHOWDOWN: Legends of Wrestling will be the way to kick off the summer.”

- PS2.IGN.com

“SHOWDOWN is the most fun you can have with your tights on”

- MAXIM

“SHOWDOWN: Legends Of Wrestling is shaping up to be any wrestling fan's dream come true, thanks to its myriad of playable characters and deep game modes.”

-Game Informer

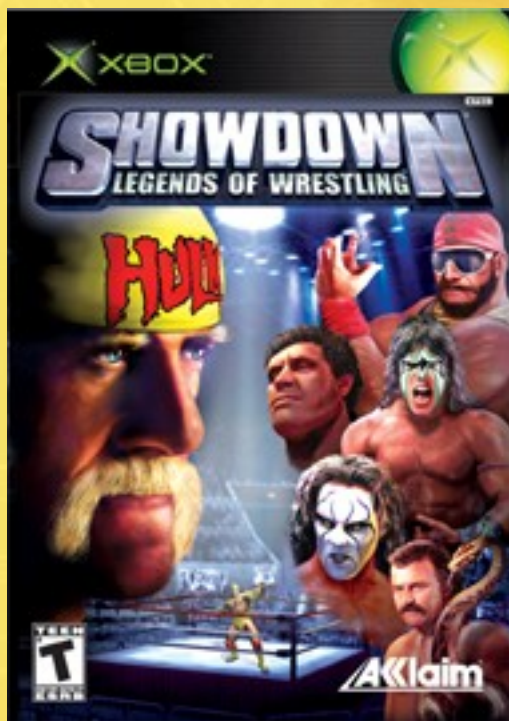
WHAT'S THE BUZZ

**ACCLAIM
2004**



SHOWDOWN™

LEGENDS OF WRESTLING



PlayStation®2



Xbox®



PACKAGING INFO

ACCLAIM
2004



Battle Borne's

COMBAT★ELITE

WWII PARATROOPERS™



PlayStation 2



AKkaim

COMBAT★ELITE

WWII PARATROOPERS™

Platforms: PlayStation® 2/Xbox®
Suggested Retail Pricing: \$39.99
ESRB Rating: RP (Anticipated T)

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

- **War genre is hot** and has produced a disproportionate number of hits
- **Highly experienced team** (Fallout, the Tom Clancy series, BGDA) + **proven engine** (Snowblind) + **popular theme** (WWII) = recipe for success
- Combat Elite has differentiating features that are exclusive to the war genre:
 - new **look and feel** for the war genre
 - same screen co-operative gameplay
 - customizable character growth
- **Medal of Honor: Frontline** meets **Baldur's Gate: Dark Alliance**

BRAND HIGHLIGHTS



ACCLAIM
2004

COMBAT★ELITE

WWII PARATROOPERS™

- **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



KEY FEATURES

ACCLAIM
2004

COMBAT★ELITE

WWII PARATROOPERS™

*“This upcoming action/RPG from Acclaim is **definitely what you’ve been looking for.**” - PSM*

*“could mark a **turning point** for the ‘war action’ genre.” - 1up.com*

*“we could have a **visual tour de force** on our hands” - 1up.com*

*“The game’s **lighting and shadow effects** are outstanding.”
- Game Informer*

*“Being able to play with another friend should definitely make this game **one engaging experience.**” - OPM*

*“The amount of detail that the Snowblind engine allows **is impressive**”
- GameInformer.com*



WHAT'S THE BUZZ

ACCLAIM
2004

COMBAT★ELITE

WWII PARATROOPERS™



PACKAGING INFO

**ACCLAIM
2004**





JUICED™



PlayStation 2



AKkaim

Juiced™

Platforms:

Release Date:

ESRB Rating:

PlayStation®2 / Xbox®

September 2004

RP (Anticipated E)

- The only product that combines real **driving simulation** and the exploding **street racing culture**
- Customize your car, build your crew, and **race online** for pinkslips!
 - PlayStation®2 Online
 - Xbox® *Live*
- 53 fully licensed vehicles with **hundreds of licensed aftermarket parts** and accessories
- **Proven studio** with top racing pedigree - Juice Games



BRAND HIGHLIGHTS

**ACCLAIM
2004**

JOICED™

- 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...
- Unique crew-based **team game play** lets you recruit, manage and control a team of drivers each with their own attributes and areas of expertise
- **Xbox® and PlayStation®2 head-to-head on-line play** – with innovative features including racing for pinkslips and 6 player multi-player
- **In-depth single player tournament** mode takes gamers deep into the street-racing culture



KEY FEATURES

**ACCLAIM
2004**

Juiced™

Want to see your wildest dreams of speed on wheels? You can. You can see them in the game.

With players, vehicles, weapons, and a better soundtrack.

It's... the best driving game you'll ever play.

"Juiced" is the only game to not just drive.

It's exciting, it's addictive, it's waiting for you. It's here.

It's the only game that's not just a game.

**Above the Law
Underground**

Juiced

PlayStation 2 Xbox Game Boy Advance

AT&T

W

Small inset images of other cars and game scenes.

Spread



PRINT ADS

ACCLAIM
2004

Juiced™

“Juiced just might give GT4 a run for its money.”- PSE2

“...a fast-moving racing game with solid graphics, damage-taking cars, online play and a slew of customizable parts. The specs are impressive.”
- IGN.com

“This fall title will not only pit you and your infinitely customizable ride against opponents with cash and cars on the line, it also adds a team dynamic that has been missing in other games of the genre.”- Game Informer

“It’s already one of the better looking racing games we’ve seen.”- OXM

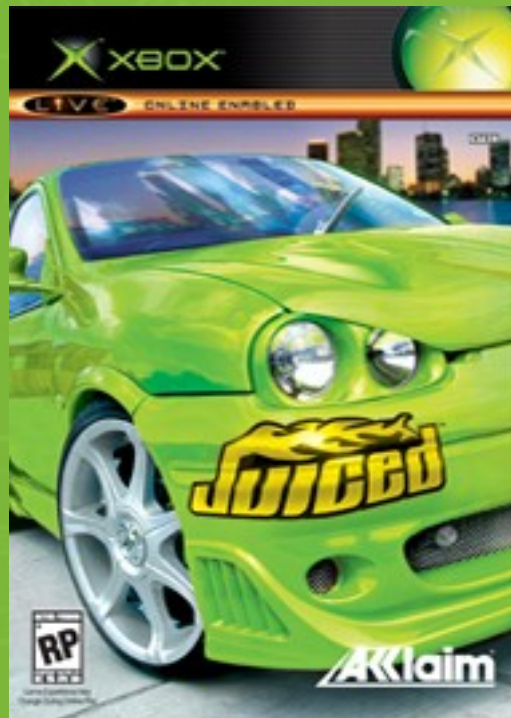
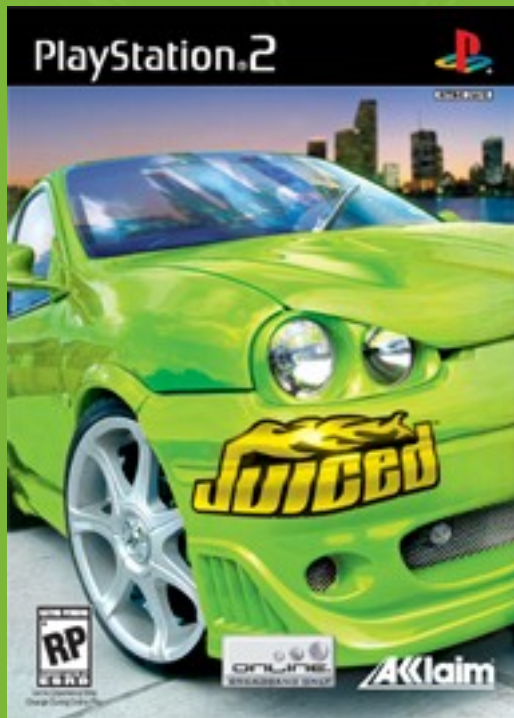
“...the cars themselves were immaculately detailed, and the damage on them after a bit of rough driving was impressively realistic.”- 1Up.com



WHAT'S THE BUZZ

**ACCLAIM
2004**

JUICED™



PACKAGING INFO

PlayStation®2



0 21481 23353 4

Xbox®



0 21481 40353 1

**ACCLAIM
2004**

THE RED STAR™



PlayStation 2





THE RED STAR™

Platforms:

Release Date:

ESRB Rating:

PlayStation®2 / Xbox®

September 2004

RP (Anticipated T)

- Based on the groundbreaking comic book universe of *The Red Star*
- Eisner-award winning creator is fully involved in the games' art direction and story creation
- *The Red Star* flawlessly delivers a high-action, character-driven fighting shooter in a proven, uncrowded genre
- Early critical acclaim from the gaming press

BRAND HIGHLIGHTS



ACCLAIM
2004



THE RED STAR™

- 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



KEY FEATURES

**ACCLAIM
2004**



THE RED STAR™

*“one of the biggest gaming surprises
seen in 2004!”- Gamespy*

*“It has the potential to become the
sleeper classic of 2004”- IGN*

*“For diehard action fans, The Red Star
could be **one to watch**”- 1up.com*

“The Red Star is looking pretty impressive.”- Gamespot

*“Watch for this **rising star**.”- XBN*

*“you should be keeping an eye out for The Red Star.
It will surprise you”- Gamespy*



WHAT'S THE BUZZ

**ACCLAIM
2004**



THE RED STAR™



PACKAGING INFO

**ACCLAIM
2004**

100 BULLETS

TM



PlayStation.2



AKkaim

100 BULLETS™

Platforms: PlayStation®2/Xbox®
Release Date: October 2004
ESRB Rating: RP (Anticipated M)

- **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
- 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
- A blow-out **communications campaign** culminating in mass market TV, print, and online



BRAND HIGHLIGHTS

**ACCLAIM
2004**

100 BULLETS™

- New gun play mechanic “**R.A.G.E.**” mode is setting a new standard for gameplay mechanics
- The **richest and most intriguing story**, taking the player beyond the conventional bounds of gameplay
- Full out **Urban / Ethnic style** from characters to music to environments
- 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



KEY FEATURES

**ACCLAIM
2004**

100 BULLETS™

GET AWAY WITH MURDER.

100 BULLETS



RP
www.100bullets.com
PlayStation 2
Acclaim

Spread

GET AWAY WITH MURDER.

100 BULLETS



YOU GOT A BELLY FULL OF BATS AND A HEAD FULL OF BREAD. ANYBODY JUST KILLED YOU AN ATTORNEY CASE. CONTENTS I GUN AND 100 BOUNDS OF UNTRACEABLE BULLETS. SOMEBODY GOT TO PAY AND YOU KNOW JUST WHO IT'LL BE. THIS IS THE END YOU GET AWAY WITH MURDER. BASED ON THE ONLY COMIC CLASSIC, 100 BULLETS IS THE HAND-HELD BREAKDOWN EXPLOSIVE THRILLER THEY'LL SEE YOU.

WWW.100BULLETS.COM

RP
For more info
call 1-888-371-3715
or visit us.



PlayStation 2

Acclaim

Full Page



PRINT ADS

ACCLAIM
2004

100 BULLETS™

“Much like the comic, the game has one of the *most unique looks that the action genre has ever seen.*” - Game Informer

“ Thanks to the involvement of the award-winning creative team behind the comic, *100 Bullets will certainly have one of the best plots ever found in an action game.*” - Game Informer

“ *It’s definitely one to watch for later this year.*” - PSM

“ *The comic has always been action-packed, so the game should be, too.*” - OPM

“ *100 Bullets does have potential, especially with Azzarello and Risso at the creative helm...*” - IGN.com

“ Based on what we’ve seen, *100 Bullets could be a very stylish entry into the action genre. The graphics are looking good, and the engine is already moving at a good clip. We’ll be anxious to see how all the pieces come together.*” - GameSpot.com

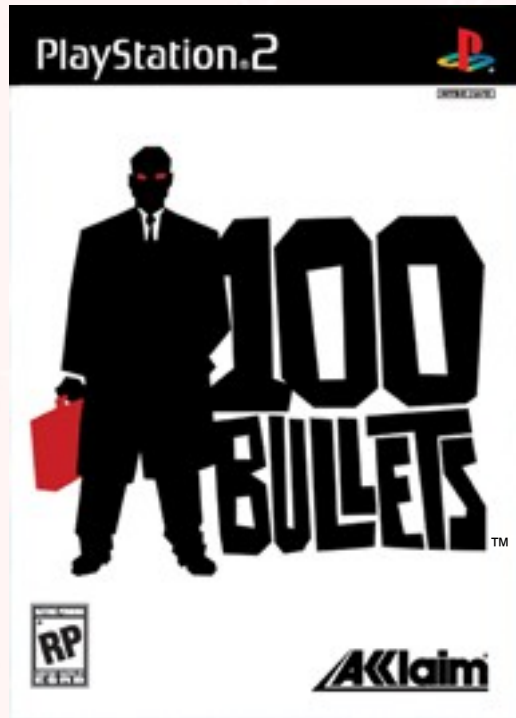
“ *...the level of creative involvement from the comic team is enough to make it interesting.*” - 1Up.com



WHAT'S THE BUZZ

**ACCLAIM
2004**

100 BULETS™



PACKAGING INFO



**ACCLAIM
2004**

WORMS FROCKETS UNDER SIEGE™



PlayStation.2

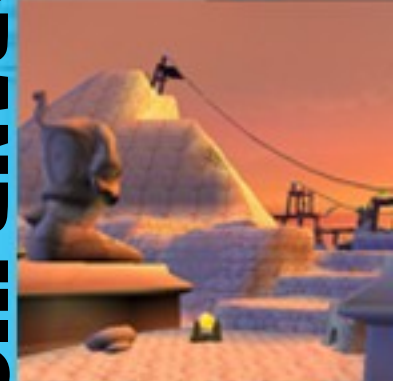


AKkaim

WORMS ROCKETS UNDER SIEGE™

Platforms: PlayStation®2, Xbox® & PC
Release Date: October 2004
ESRB Rating: RP (Anticipated T)

- The **well established, humorous, and family-friendly brand** is back, with gameplay features never before seen in a *Worms* game
- Taking the popular & award-winning franchise to the next level, building on the **solid next-gen sales of *Worms 3D***
- A gameplay experience unlike anything else on the market, with **deep multiplayer modes, outrageous weapons**, total destruction and **Xbox® Live**
- Attractive **\$29.99 suggested retail** price point



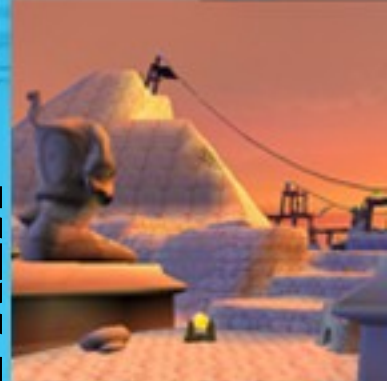
BRAND HIGHLIGHTS

**ACCLAIM
2004**

WORMS ROCKETS UNDER SIEGE™

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

- **Build your own castle:** ramparts, towers, walls, citadels and keeps. Different buildings provide different abilities & weapons
 - As always, **everything is 100% destructible**, including the castles you build
- **Massive weapons and massive destruction!** Catapults, cannons, giant crossbows, flaming oil, rocket launchers, monkey herds, trojan donkeys, and acts of God, just to name a few
- Travel the world and through time by taking on the **historically-set single player campaigns**. From Ancient Egypt to the might of the Roman Empire and beyond
- Strong **multiplayer community on the PC** and on **Xbox® Live**



KEY FEATURES

**ACCLAIM
2004**

WORMS ROCKETS UNDER SIEGE™

*“Possibly the greatest cult-classic series
in the history of strategy videogames”* - OPM

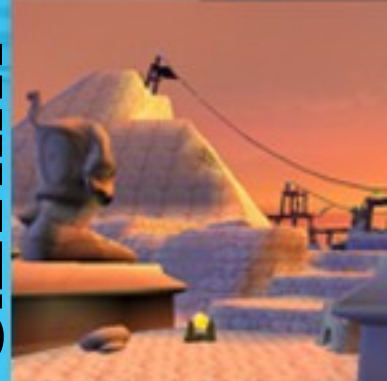
“Worms has developed quite a following” - OPM

*“Experience the timeless joy of classic Worms gameplay in
a fully rendered environment.”* - Game Informer

“I love Worms.” - Computer Gaming World

*“Possibly the most popular and well-known turn-based strategy
franchise on the planet”* - PSE2

*“Possibly one of the most addicting strategy/party
games I have ever played”* - Next level Gaming



WHAT'S THE BUZZ

**ACCLAIM
2004**

The

BARD'S TALE™



PlayStation 2



PC
CD-ROM
SOFTWARE

INXILE
entertainment

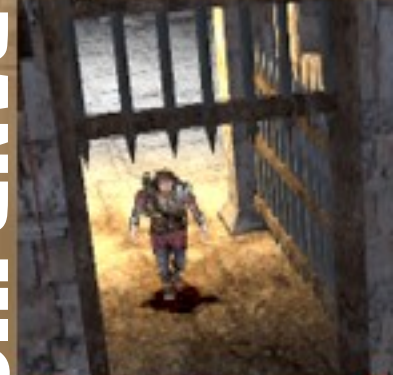
AKKlaim

The BARD'S TALE™

Platforms:
Release Date:

PlayStation®2/Xbox®/PC
October 2004

- The Bard's Tale trilogy sold over 1 million units in its day
- One of the grandfathers of RPG's with a huge cult following
- The Bard is back – the modern interpretation of the original Bard's Tale
- Original producer - Brian Fargo

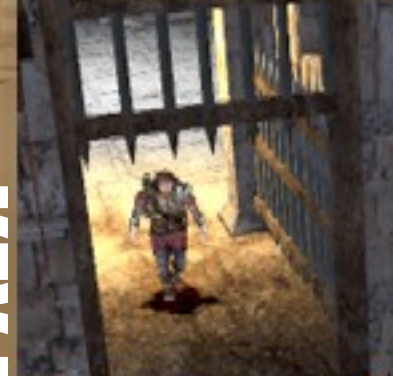


BRAND HIGHLIGHTS

**ACCLAIM
2004**

The BARD'S TALE™

- The Bard's Tale combines:
 - Traditional RPG elements
 - In-depth RPG game play with a tongue-in-cheek, wicked sense of humour
 - Delivers a more entertaining and accessible game to RPG to core and casual gamers alike
- Developed using the next generation of Snowblind's Everquest Engine
 - proven console action RPG technology. Allows for state-of-the-art graphics



KEY FEATURES

**ACCLAIM
2004**



PlayStation.2

WCR

WORLD CHAMPIONSHIP RUGBY

TM





Platforms:

Release Date:

ESRB Rating:

PlayStation®2

August 2004

TBD

Tone + Manner

- The best bone-crunchin' blood-flowin' rugby game ever!

Strengths

- Developer has rich tradition in the genre
- Regarded as the #1 Rugby video game in the world!
- Product quality will be far superior to the competition
- Full English team license including Badge, Players, Likenesses, Stadiums



BRAND HIGHLIGHTS

**ACCLAIM
2004**





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



KEY FEATURES

**ACCLAIM
2004**



"The best rugby game ever."

- PSM

"At last a great rugby game for Xbox"

- Official Xbox Magazine

"The look of the game is enough to make us want to brush up on mauls, rucks and lineouts."

- Official PS2

Magazine

"We've got high hopes this'll cause a scrum amongst ruggers fans."

- CVG



WHAT'S THE BUZZ

**ACCLAIM
2004**



PACKAGING INFO

**ACCLAIM
2004**



ACCLAIM:2004