

GT Value Division - UK Increases Focus On Sales and Marketing

GT announced today the creation of a centralised Head Office for the '**European Value Division**'. Current joint Managing Director of GT Value Division UK (previously GT One Stop Direct Ltd), **Steve Franklin** will head up the division.

Several 'One Stop' staff (from production & acquisition) will transfer to the new European Head Office to form the nucleus of a new 'Central Function' for the newly formed - **GT Value Division Europe**.

Peter Thorne and Pauline Nam move to central production and **Stewart Braybrook** will be responsible for product acquisitions for the Pan European division.

The creation of a centralised Head Office for the '**Value Division**' follows the acquisition of two distribution companies **HOMESOFT** in the Netherlands and **PRISM GmbH** in Germany as well as the creation of a dedicated **French Value Division** headed up by **Stéphane Longeard**. The move is designed to co-ordinate the product range and Corporate ID of GT Value across the whole of Europe and allow each of the individual companies to focus their efforts on sales and marketing. This investment in the European GT Value Division is further evidence of GT's total commitment to the PC Value Market.

"For GT Value UK, this means an increase in focus and resources on Sales and Marketing as much of the production moves under the umbrella of GT Value Europe." Commented **John Shaw**, Managing Director of GT Value Division (UK & Rest of Europe) "These changes can only have positive effects for GT Value UK allowing us more time to concentrate on the marketing and sales of our ranges - both the new and the established."

The restructure coincides with the launch of several exciting new ranges. The GT Value Range (**working title**) will consist of never seen before titles expected to retail at between £12.99 and £19.99. From April 1st, the Value Division will handle the hugely successful Replay range and this success is expected to be mirrored in the Mac Replay range.

"With the re-naming from One Stop to GT Value UK and the formation of the European Central Office, I believe that we are sending out a clear signal of our intentions about the Division." Commented **Shaw**.

“With the addition of the Replay line plus the introduction of several new additional brands which we will be promoting, I look forward to a new and exciting period of growth here in the U.K. It’s clear to see, with all the interest and activity in this ‘Budget’ sector, the industry is fully aware of the huge potential for ‘value’ products. Many areas that have previously been considered unattainable markets for software are now seen as key target markets for the range,”

The move also sees the promotion of **Andy Johnson** from GT Frontline to the position of New Business Development Director at GT Value UK. This promotion follows his success in promoting the Replay range at GT Interactive and his proven ability to nurture new business opportunities.

John Shaw concluded, “The extra focus on Sales and Marketing, the new and improved product ranges and the new sales force harnessing the skills and the proven experience of Andy Johnson with the experience and talent of the current team of **Simon Goodchild** (UK Sales Manager) and **Matthew Edwards** (UK National Account Manager), will be instrumental in ensuring that 1999 sees value products at GT reach new heights and we can all look forward to an exciting future.”

AGE OF EMPIRES

Category: GAMES

Platform: MAC

Format: CD ROM

The breadth and depth of Age of Empires provides ample opportunity for a different game each time.

Achieve victory in multiple ways. In contrast with the linear gameplay found in other real-time games, Age of Empires lets gamers choose one of several ways to achieve world domination and ultimate victory:

- Domination of enemy civilizations
- Exploration and discovery of the known world
- Economic victory through the accumulation of wealth

Control destiny. Command one of twelve mighty civilizations, including the Egyptians, Greeks, Persians, Assyrians and Babylonians. Each civilization has unique attributes based on their historical counterparts.

Choose a technology path. Age of Empires lets gamers choose from numerous technological

paths to help lead their civilization to greatness. From an economic path of farming and craftsmanship to a military route of archery and naval warfare, the game comes complete with over a 100-node that is larger than one player could possibly complete in just one game.

Play in real time. Players get to see the real-time results of their game play decisions, assigning tribe members to hunt, explore, conquer or build.

Challenge others. Players can conquer or cooperate with existing tribes in a multiplayer environment via the Internet (through the Internet Gaming Zone), over a LAN or modem-to-modem.

Command troops. Gamers can build powerful armies from dozens of military units including infantry, warships, chariots, war elephants and archers.

Plan for the future. Players have over 10,000 years of real-time evolution to build their tribe into a powerful flourishing empire. Buildings and units upgrade and improve quickly as players pass from the Stone Age to the Tool Age, the Bronze Age and finally the Iron Age.

Create customized worlds. A fully integrated scenario editor lets the player create his/her own scenarios and campaigns. Get into the game. The highly detailed graphics and CD-quality sounds of Age of Empires adds to the epic flavor and enriches the gaming experience.

CIVILIZATION 2 GOLD

Category: GAMES

Platform: MAC

Format: CD ROM

One of the best-selling and highly acclaimed Macintosh strategy games of all time is now available in a multi-player version - Civilization II® Multiplayer Gold Edition for Macintosh. Along with multi-player capabilities, MacSoft's Gold Edition will include the Mac version of Civilization® II and the add-on scenario packs Conflicts in Civilization™ and CIV II Fantastic Worlds™.

Civilization II for Mac has consistently been one of the top selling Macintosh games since its release. Civilization II Multiplayer Gold Edition will advance the capabilities of Civilization II in many ways but the most anticipated feature of Gold Edition will be the multi-player features that will allow Civ II fans all over the world the opportunity to challenge each other.

Other features of Civilization II Multiplayer Gold Edition for Mac include:

Challenge a mix of human and AI opponents via hotseat, LAN or Internet;

a multitude of new options including timed moves, open/closed games (players can join games in progress by taking over for an AI opponent), password protection and negotiation screens for human-to-human parleys where players can trade units, advances, money and make or break treaties;

Faster gameplay capabilities by loading any scenarios and allowing players to pick a civilization to play, this includes user-created scenarios as well as preset game scenarios.

As in the original Civilization II, the player's ultimate goal is to be the first civilization to colonize space or conquer the world. Civilization II Multiplayer Gold Edition thrusts players into an active role in history's greatest events.

FALCON 4

Category: GAMES

Platform: MAC

Format: CD ROM

Falcon® 4.0 is a multiplayer air combat simulation set in the Korean peninsula with a real-time war in progress in which you take the role of a single pilot in an F-16 jet fighter. Falcon® 4.0's superb 3-D photorealistic, texture-mapped graphics and detailed models of F-16 avionics, weapons and threats will provide the most realistic combat flight simulation available. The ongoing simulation of a complex air/land/sea battle, called the Campaign Manager™, will create all of the tension, chaos and adventure that exists in modern air combat, immersing you within the game like no other flight simulation has done before!

Falcon® 4.0 sets the standard for flight simulators in terms of graphics, realism and multiplayer action -- standards competing games are still trying to meet. Falcon® 4.0 pushes the envelope big-time.

Falcon® 4.0's graphics are so stunning it's a thrill just to sightsee. See for yourself how Falcon® 4.0 breaks the sight-and-sound barrier with its cutting-edge graphics, featuring accurate topographic terrain and ultra-realistic aircraft and ground units. But once you strap on the F-16, it'll be no Sunday outing.