



Record-setting “Halo 3” multiplayer beta ends on a high
Limited edition “Halo 3” themed Xbox 360 Wireless Controllers and an Xbox 360 Wireless Headset available from September

SYDNEY 14 June 2007 – The countdown continues for what promises to be the one of the biggest entertainment product launches of 2007 with the conclusion of the “Halo 3” multiplayer beta. Designed to give fans the chance to give feedback and ultimately help shape the game, the “Halo 3” beta has proved to be an overwhelming success. More than 820,000 unique participants and more than 12 million hours of online gameplay in its short test period,- equivalent to more than 1,400 years of continuous play by one person.

Available worldwide via Xbox LIVE, it became the single most downloaded content on the service and surpassed the “Halo 2” record of the highest total number of people playing concurrently on one title over Xbox LIVE. Throughout its 26-day test period, more than 350 terabytes of data was downloaded from Xbox LIVE, equivalent to more than 82 million digital music downloads from the Internet.*

Already proving wildly popular is the exciting new saved-film feature, which for the first time provided players with the ability record their games and share them over Xbox LIVE with friends. The feature saw more than 580,000 saved films created by users, representing more than 2.7 terabytes of data. Given the tremendous participation in the beta, Bungie now has an exhaustive amount of data that will be used to improve the game and overall experience.

With consumers worldwide gearing up for the release of “Halo 3” on 25 September, the experience just got bigger and better with a variety of new merchandise set to launch alongside the game. Two new Xbox 360 Limited Edition “Halo 3” Wireless Controllers designed by comic book master and toy creator Todd McFarlane, as well as an Xbox 360 Limited Edition “Halo 3” Wireless Headset will be available from September.

- **Xbox 360 Limited Edition Halo 3 Wireless Controllers:** Two new, Xbox 360 Limited Edition Halo 3 Wireless Controllers will be available from September. Designed with original artwork by legendary comic book artist Todd McFarlane, they will be available in either the “Covenant Brute” or “Master Chief” themes. Each controller will be packaged with limited edition “Halo 3” collectable figurines created by McFarlane Toys and will sell for a recommended retail price \$89.95.
- **Xbox 360 Limited Edition Halo 3 Wireless Headset:** For the “Halo 3” enthusiast who enjoys wireless mobility while playing friends on Xbox LIVE, the Xbox 360 Limited Edition Halo 3 Wireless Headset will sport the Spartan green and gold and provide high-quality voice connections over Xbox LIVE for a recommended retail price of \$69.95.

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About Bungie Studios

Bungie Studios was founded in 1991 with two goals: to develop games that combine brilliant technology, beautiful art, intelligent stories and deep gameplay, and then sell enough of those games to achieve its real goal of total world domination. Over the past 10 years it has produced games such as the “Marathon Trilogy” and the first two “Myth” games, hailed as classics by critics and gamers around the world. Bungie’s “Halo” franchise is an international award-winning action title that has grown into a global entertainment phenomenon, selling more than 14.7 million units worldwide, logging over 800 million hours of multiplayer action on Xbox Live and spawning action figures, books, a graphic novel, apparel, an upcoming film adaptation and more. Bungie is currently at work on “Halo 3,” which represents the third chapter in this “Halo” trilogy and is slated for release in 2007. More information on Bungie can be found at <http://www.bungie.net>.

About Microsoft Game Studios

Microsoft Game Studios is a leading worldwide publisher and developer of games for the Xbox® and Xbox 360 video game systems, the Windows® operating system and online platforms. Comprising a network of top developers, Microsoft Game Studios is committed to creating innovative and diverse games for Windows (<http://www.microsoft.com/games>), including such franchises as “Age of Empires®”, “Flight Simulator” and “Zoo Tycoon®”, for Xbox and Xbox 360 (<http://www.xbox.com>), including such games as “Gears of War” and franchises such as “Halo®”, “Fable”, “Project Gotham Racing®” and “Forza Motorsport®”; and MSN® Games (<http://www.games.msn.com>), the official games channel for the MSN network and home to such hits as “Bejeweled” and “Hexic®”.

About Xbox 360

The powerful Xbox 360 video game and entertainment experience delivers amazing games, the next generation of the premier Xbox Live online gaming network, and unique digital entertainment experiences that revolve around gamers. Xbox 360 now boasts a catalogue of over 160 high-definition games and is expected to be available in nearly 40 countries by the end of 2007. More information can be found online at <http://www.xbox.com/xbox360>.

About Xbox Live

Xbox Live is the first and only unified online entertainment network seamlessly integrated throughout the entire console experience, making it easy for people to find the friends, games and entertainment they want from the moment they power on their Xbox 360 system. Xbox Live connects millions of members across nearly 25 countries to enjoy hundreds of multiplayer games, downloadable games via Xbox Live Arcade, free and premium playable game demos, music videos, and movie trailers, as well as new game levels, characters and vehicles for all their favourite retail games. More information can be found online at <http://www.xbox.com/en-us/live>.

*Based on an average of 4.5 minutes per song and 128-bit encoding.

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