

# THIS IS FOOTBALL™

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**July 1999** – Sony Computer Entertainment Europe announces the forthcoming release of THIS IS FOOTBALL, the culmination of over two years dedicated research and development undertaken by SCEE, and which represents its most significant software development project ever.

THIS IS FOOTBALL has been developed in association with FIFPro (the Federation of International Professional Football Unions) to deliver the definitive football gaming experience exclusively to PlayStation consumers. FIFPro represents 30,000 professional footballers across Europe, Africa and Asia. As such THIS IS FOOTBALL is the first football game ever to use full player names and likenesses throughout the game with the full endorsement of the world's Professional Footballers Associations.

SCEE and FIFPro have endeavoured to produce a game that offers unprecedented attention to detail, beautifully crafted graphics and supreme playability. As a result SCEE has recreated all the style, scale, feelings and emotions of real football. This is more than a video game, more than just another football title - THIS IS FOOTBALL.

President of SCEE, Chris Deering said: "Since the launch of PlayStation in 1995, SCEE has been pro-actively involved in all aspects of the sport, through its many sponsorship agreements including: UEFA Champion's League, the Carling Premiership and the French World Cup-winning squad. Our association with FIFPro has enabled us to develop a product which truly reflects a genuine passion for the game and it is this, that places THIS IS FOOTBALL in a league of its own".

President of FIFPro, Gordon Taylor (also Chief Executive of the UK's Professional Footballers Association) said: "As the representing body of the Professional Footballer Associations across 28 countries and through our new long-term relationship with SCEE, we will seek not only to promote the FIFPro mark but also actively support and co-ordinate players' interests within the video games industry".

Juan Montes, Vice President of Development at SCEE added: "The development team has been totally fanatical in its approach. They have succeeded in bringing a truly immersive football experience to both football and PlayStation fans everywhere".

He continued: "Our long-term relationship with FIFPro clearly positions THIS IS FOOTBALL as a long-term franchise. Access to over 30,000 players, profiles and playing characteristics ensures THIS IS FOOTBALL is well-positioned to take unique advantage of existing and next generation PlayStation technologies".

With ground-breaking animation and unrivalled 25 frames per second running speed and infinite custom options allowing players to live the football game of THEIR dreams.

## **THIS IS FOOTBALL**

Visit our Website:

[www.playstation-football.com](http://www.playstation-football.com)

Sony Computer Entertainment Europe has just announced the launch of its dedicated football site: [www.playstation-football.com](http://www.playstation-football.com). This dedicated site will include a Reuters feed of the very latest Champion's League news and pictures alongside up-to-the-minute PlayStation information.

In August SCEE will be extending its relationship with Reuters to cover the whole of the 1999-2000 football season and the launch of THIS IS FOOTBALL, with exclusive interviews and features on this groundbreaking product.

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| <b>Developer:</b> Sony Computer Entertainment Europe <b>Genre:</b> Football Simulation<br><b>No. of Players:</b> 1-8 <b>Peripherals:</b> Multi Tap, Analog Controller (DUAL SHOCK), Memory Card |
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