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Dead or Alive Xtreme Beach Volleyball Ships to Retailers

Gamers Cheer as Tecmo's Highly Anticipated and Totally Outrageous "Fantasy Sports Simulation", Featuring the Girls of Dead or Alive, Hits Store Shelves This Week.

TORRANCE, Calif., Jan. 21, 2003—Tecmo® announced today that its highly anticipated "Fantasy Sports Simulation", Dead or Alive® Xtreme Beach Volleyball (DOAX), exclusive to the Xbox™ video game system from Microsoft, has shipped to retail. The game will hit some store shelves as early as tomorrow and continue to trickle down into retail stores throughout the rest of the week. The highly talked about game, featuring the sexy girls from the million-selling Dead or Alive® series, has been creating buzz in the gaming industry since its unveiling at the Electronic Entertainment Expo in May 2002.

"We are very excited for the launch of Dead or Alive Xtreme Beach Volleyball," John Inada, Tecmo's Director of Marketing and Sales, said. "Since the beginning we have been very tight-lipped concerning the special features within this game. Now that DOAX has shipped, we can not wait to let gamers in on all the little secrets that this amazing game has to offer."

Tecmo at this time will reveal that the first shipment of the game includes limited-edition lenticular covers, cards that once rotated will show a sequence of action scenes. Inside each copy of the game will be inserted one of four collectible covers displaying the beautiful girls of DOAX and the exquisite tropical locations within Zack Island. These extraordinary cards can be placed on top of the regular box cover to serve as alternative cover art. These special covers will only be available in the first shipment of the game this January.

“Get ready for a truly unique gaming experience,” Inada said. “DOAX is like nothing gamers have ever seen before. The beautifully rendered graphics powered by Xbox, hundreds of hours of replay, and one-of-a-kind game play will blow everything else out of the water!”

About DOAX

Dead or Alive Xtreme Beach Volleyball, the first ever “Sports Fantasy Simulation” from the creators of the million selling Dead or Alive series and exclusively for Xbox, is scheduled for release the end of January and will feature all the girls from the Dead or Alive series, including one new character, Lisa. The extreme action is transported from the fighting ring of Dead or Alive® 3 to the beach this time around with the girls throwing on their bikinis to go head-to-head in the most outrageous beach volleyball game you have ever seen!

When the day is done the fun has just begun, as DOAX boasts a variety of other activities including ripping your own music to create a custom made DOAX soundtrack at the local DJ Station; trying your luck at the fully functional Zack Island Casino; and customizing your character with over 300 costumes and accessories to choose from.

For more information, sexy screen shots, and to order Dead or Alive Xtreme Beach Volleyball check out the official Dead or Alive Xtreme Beach Volleyball website at www.doaxbv.com. The game has a suggested retail price of \$49.99 and has an ESRB rating of “M” for Mature.

About Tecmo, Inc.

Tecmo, Inc. (<http://www.tecmo.com/>) is well known for its hit series Dead or Alive®. The most recent version, Dead or Alive 3 is available on Xbox. Other notable classics include the million-selling series Ninja Gaiden® and Tecmo Bowl®. Tecmo also publishes the hit series Monster Rancher® and Gallop

Racer®. For more information on Tecmo and its latest games, check out its official website at www.tecmo.com

About Xbox

Xbox (<http://www.xbox.com/>) is Microsoft's future-generation video game system that delivers the most powerful games experiences ever. Xbox empowers game artists by giving them the technology to fulfill their creative visions as never before, creating games that blur the lines between fantasy and reality. Xbox is now available in the continents of North America, Europe, Asia and Australia.

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