



21235 Hawthorne Blvd Suite 205, Torrance, CA 90503 • (310) 944-5005 FX: (310) 944-3344

FOR IMMEDIATE RELEASE

CONTACT:
Melody Pfeiffer
Tecmo, Inc.
(310) 944-5005 x114
mpfeiffer@tecmoinc.com

TECMO REVEALS DETAILS AND LAUNCH DATE OF NINJA GAIDEN AT E3 2003

Details surrounding the highly secretive and much anticipated action/adventure title, Ninja Gaiden, were finally made public at E3 2003 and Tecmo announced that the launch of the game is set for this holiday season.

LOS ANGELES, Calif., May 14, 2003—At the 2003 Electronic Entertainment Expo, Tecmo® revealed that its highly anticipated action/adventure title, Ninja Gaiden, first officially announced at last year's E3, will be launching this holiday season for the Xbox™ video game console. Buzz on the new Ninja Gaiden has been building since the official announcement was made that Tecmo would be bringing the series back to life. The goal of Tecmo's esteemed developing group, Team Ninja is to create an action game unlike anything the gaming community has ever seen; a game that will redefine the boundaries of the action genre. Presented on the most advanced hardware platform of our time, the Xbox, the game will be an entirely new experience that will pass on the spirit of the original million-seller series from the early nineties. Microsoft teased its audience at E3 2003 with a new Ninja Gaiden trailer featuring new scenes and gameplay from the game, at its press conference on Monday, May 12th 2003 and then debuted the full 4-minute long trailer at its booth on the first day of E3. Tecmo showcased the new trailer at its booth continually over the course of the show.

Even though much of the information about the game is being kept under a tight lid until its launch, Tecmo was able to divulge some new and exciting details surrounding the highly anticipated title. In the new Ninja Gaiden, the player resumes the role of Ryu Hyabusa, the notorious ninja assassin, who seeks revenge after his clan is massacred by the Vigor Empire. The player then sets off on a journey of vengeance as he cuts down opponents in the Vigor Empire using his deadly katana sword to beat the Holy Emperor and reclaim the magic sword, "Ryuken".

The new action/adventure game boasts 100% action with adrenaline pumping new features such as realistic battle sequences and swift acrobatic ninja moves that will restore Ninja Gaiden to its rightful

place in the action/adventure hall of fame. One of the most exciting new features that Tecmo revealed at E3 was the introduction of a revolutionary new Xbox Live Compatible element within Ninja Gaiden that is being specifically engineered by Tecmo's esteemed developing group, "Team Ninja", for the title. Details surrounding this feature are being kept very secret but at press time the developer of the game boasted that the Xbox Live feature will be like nothing gamers have ever experienced before.

"We are thrilled to be bringing Ninja Gaiden back to life this year," said John Inada, Tecmo's Director of Sales and Marketing. "With its Xbox Live compatibility, exquisitely rendered graphics, incredible visual effects, and realistic combat system, Ninja Gaiden will raise the bar in action/adventure games taking players to a whole new dimension."

Tecmo's Team Ninja has raised the stakes and the violence with the new Ninja Gaiden by focusing on giving the action sequences an intense and bloody realism rarely felt in action video games these days. By concentrating on gory battle sequences and the element of speed the developers were able to create a game that allows the player to experience the kill as the ninja assassin slices his enemy's throat and feel the speed as Ryu rapidly somersaults through the air.

Other highlights in the new ninja title include increased skills and new weapons, remarkable sound and visual effects, a variety of challenging levels, and a feature that allows the player to quit the game at any time and restart at the very same point.

For more information and action-packed screen shots go to the Tecmo official website at www.tecmo.com. The game has a suggested retail price of \$49.99 and has not yet been rated by ESRB.

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® Xtreme Beach Volleyball 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.

Xbox is a trademark of Microsoft Corporation in the United States and/or other countries.

