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***VIVENDI UNIVERSAL GAMES AND HIP-HOP MOGUL
50 CENT JOIN FORCES IN 50 CENT: BULLETPROOF
Rap Artist and Cultural Superstar Expands His Domain
Into Video Game World***

Sydney (March 7, 2005) – Vivendi Universal Games (VU Games) today announced a deal with multi-million album selling hip-hop superstar and entertainment icon 50 Cent to collaborate in the creation of a new video game that will hit retail shelves in late 2005. *50 Cent®: Bulletproof™*, in which 50 Cent will star and provide his likeness and voice, will be unveiled at the Electronic Entertainment Expo in Los Angeles on May 18th, 2005.

“In everything I do, I play to win,” said 50 Cent. “I’m out to destroy the competition and my video game is no different. It’s a fantasy version of my life. I plan to shake up the video game world like I did the rap world – I’m pulling no punches with my game.”

“50 Cent is one of the most talented artists in the recording industry with legions of fans around the world. Everything he touches turns to gold – music, movies, clothes, cars, watches,” said Bruce Hack, CEO of Vivendi Universal Games. “We are thrilled to collaborate with 50 Cent and Interscope Records in a video game debut that will deliver extraordinary music, exciting game play, and best of all, 50 Cent.”

About 50 Cent: Bulletproof

In 50 Cent’s video game, which will be revealed at the Electronic Entertainment Expo in Los Angeles on May 18th, 2005, 50 gets caught in a web of corruption, double-crosses and shady deals that lead him on a bloody path through New York's drug underworld. Working with the unlikeliest of allies, the streets heat up as 50 Cent takes on the most dangerous crime families in the city, uncovering an international conspiracy with devastating implications. The streets are watching as 50 Cent blasts his way to the truth.

Further blending the lines between Hollywood, music and games, Sopranos executive producer and Emmy-Award winner Terry Winter inked both the game's script as well as the screenplay for 50's forthcoming film, *Get Rich or Die Tryin'*.

More information about the game can be found at <http://www.the50centgame.com/>.

About 50 Cent

Go ahead. 50 Cent wants you to bet against him.

It's that same street-born confidence that led hip-hop dream team Eminem and Dr. Dre to sign the former Jamaican, Queens crack dealer and music industry-shunned MC to their Shady/Aftermath imprint. The same sneering swagger that propelled 50 from underground mix-tape king to the top of Billboard album charts with his 2003 major-label debut *Get Rich or Die Tryin'*, a landmark record that to date has sold well-over 10 million copies worldwide. And the same two-fisted ambition that saw the savvy 'hood entrepreneur lead his infamous G-Unit clique to multi-platinum glory, making 50 Cent's G-Unit record label a major player in the music biz.

Now with the release of **The Massacre** on Sunday, March 6th, easily the most anticipated album of 2005, 50 Cent looks to continue his domination of the hip-hop world and beyond. And for the man born Curtis Jackson that means destroying the competition. "They have to survive me going around the country with this record," laughs the self-assured MC whose streetwise reputation has become as infamous as his street worn past. "My thought process going into **The Massacre** took me back to the days when I was hustling. I'm looking to move the competition off the block. I feel like anything less than what I've accomplished with *Get Rich* is a disappointment. I had time to grow during the last two years, so I just feel like I'm a better artist."

50 Cent, born Curtis Jackson, epitomizes the hustler's spirit. While most artists would have been content with the massive spoils of multi-platinum album sales, high profile magazine covers, sold-out tours and omnipresent coverage on MTV and BET, 50 Cent wanted more. He set up his own label with longtime partner Sha Money XL and presented his juggernaut G-Unit clique with the 2004 quadruple platinum *Beg For Mercy*. 50 oversaw the immense solo shine of Lloyd Banks (*The Hunger For More*) and Young Buck (*Straight Outta Cashville*), further expanding G-Unit's takeover agenda. A clothing deal with Ecko Unlimited for his G-Unit line and an unprecedented shoe endorsement pact with Reebok can be added to his successful resume.

50 Cent's rags to riches ascension did not go unnoticed by Oscar-nominated director Jim Sheridan (*In America, My Left Foot*), who signed on to direct the rapper in the upcoming motion picture drama *Get Rich Or Die Tryin'*. And more recently 50 teamed up with Dr. Dre for the Aftermath/G-Unit joint release of West Coast savior The Game, whose no. 1 debut *The Documentary* sold over a remarkable 500,000 units its first week.

Vivendi Universal Games (VU Games)

[Vivendi Universal Games \(www.vugames.com.au\)](http://www.vugames.com.au) is a global developer, publisher and distributor of multi-platform interactive entertainment. The company is a leader in the subscription-based massively multi-player online (MMO) games category, and also holds leading positions in the PC, console and handheld games markets. Its development studios and publishing labels include Blizzard Entertainment, Sierra Entertainment and

Massive Entertainment. VU Games' library of over 700 titles features owned intellectual properties including Warcraft, StarCraft, Diablo and World of Warcraft from Blizzard; Crash Bandicoot, Spyro The Dragon, Empire Earth, Leisure Suit Larry, Ground Control and Tribes. VU Games also maintains strategic relationships with industry leading content partners, including NBC Universal and Twentieth Century Fox.

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