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HALO 2 FOR XBOX® MOST ANTICIPATED FALL GAME,

ACCORDING TO IGN/GAMESPY'S GAMERMETRICS™

New Customer Intelligence Tool for Publishers, Retailers, Analysts
Identifies Top 25 Titles on Gamers' Wish Lists for Q3/4;
Top 25 Game Picks for Each Platform

BRISBANE, Calif. - May 10, 2004 - Microsoft's *Halo 2* for Xbox® is the most anticipated game planned for release in Q3 and Q4, according to GamerMetrics™, a new Customer Intelligence Tool from IGN/GameSpy that tracks awareness, purchase intent and critical competitive product relationships based on information gathered in real-time from the more than 13 million gamers who visit IGN.com each month.

As the games industry heads into the Electronic Entertainment Expo (E3), held May 12-14 in Los Angeles, GamerMetrics reveals that the following titles are top on gamers' minds:

Title	Platform	Publisher
1. *Halo 2*	Xbox	Microsoft
2. *Resident Evil 4*	GCN	Capcom
3. *Gran Turismo 4*	PS2	SCEA
4. *Metal Gear Solid 3: Snake Eater*	PS2	Konami
5. *Grand Theft Auto: San Andreas*	PS2	Rockstar Games
6. *Fable*	Xbox	Microsoft
7. *World of Warcraft*	PC	Blizzard
8. *Half-Life 2*	PC	Vivendi
9. *Metroid Prime 2: Echoes*	GCN	Nintendo
10. *Dead or Alive Ultimate*	Xbox	Tecmo

These, and other facts, are contained in a pre-E3 report published by IGN/GameSpy, providing Top 25 lists of the most anticipated games by platform and in the market overall. The guide also provides a review of the games of each major publisher. The in-depth *GamerMetrics Guide to E3* will be available to game companies during the show.

GamerMetrics gathers its information from two sources: by observing the site usage behavior of all IGN.com users, and from the inputs from a User Panel of nearly 250,000 gamers who have provided lists of the games they have in their collection (by platform) as well as a list of the games they most want to buy or receive as gifts, their "wish list." GamerMetrics' subscribers -- publishers, developers, retailers, analysts, investors and licensing partners -- can derive critical market information by plumbing the data in the sophisticated monitoring and analysis tool. GamerMetrics provides information about the game community as a whole, as well as allowing its users to look

at the buying habits specific game market segments: by platform, genre, age, interest in other game titles and other key segment differentiators.

"We provide critical data to help companies achieve their games industry-related business objectives," said David Tokheim, senior director of customer intelligence for IGN/GameSpy. "For example, a publisher can learn how hot their titles are in front of the Internet's largest gaming audience by looking at metrics related to these users' awareness of and purchase intent for their games. Retailers get up-to-the-minute information to help optimize their buying, merchandising, and marketing decisions."

For more information on GamerMetrics, please visit IGN/GameSpy's booth at E3, West Hall 2400, or visit IGN/GameSpy's meeting rooms in Concourse Hall 150B.

About IGN/GameSpy

IGN/GameSpy provides the Internet's leading destinations for gaming, entertainment and community for teens and 18-34 year-old males. The company's properties include IGN.com, GameSpy.com, FilePlanet.com, GameSpyArcade.com, Team Xbox.com, GameStats.com, more than 70 community sites and a vast array of online forums. IGN/GameSpy is also the leading provider of technology for online game play in video games and has the largest game-related subscriber base on the Web. The privately held company has its headquarters in the San Francisco Bay Area, with offices throughout the United States.

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