

Halo 3 Interesting Facts

Halo 3 Snapshot: A hero must rise...

In "Halo 3," the third installment of this legendary saga, the war has come to a climax -- the Flood continue to grow in numbers and strength, the armies of Earth are scattered and decimated, and the Covenant threaten to activate the Halo, effectively destroying all life in the galaxy. Master Chief's mission: to stop the Covenant, destroy the impending Flood threat and ultimately save mankind. (See "*Story so far and Character Bios*" document for more details on the story and characters within the game).

The "Halo" franchise is among the biggest worldwide entertainment properties in history and continues to change the way we think about interactive entertainment. In fact, "Halo" is more than just a video game - it's a truly unique entertainment phenomenon and an experience that has expanded beyond games, into *New York Times* bestselling novels, comics, merchandise and more, and captured the attention of millions of fans including gamers, musicians, celebrities, athletes, and even storytelling visionaries like Peter Jackson.

Set to shatter day-one entertainment sales records at its launch this September, Microsoft® and Bungie Studios intend to deliver a finale that will go down in entertainment history and leave people around the world with an experience that will be shared and enjoyed for years to come.

Number Crunching:

- "Halo" and "Halo 2" have sold more than 14.8 million copies worldwide (Xbox™ and PC versions), which in real terms means it was bought by a population double the size of Switzerland.
- By the end of the year, the "Halo" franchise will be valued at more than one billion dollars.
- The "Halo 2" release on November 9, 2004 set entertainment history by selling \$125 million in the first 24 hours at retail. At the time, it outsold first day launches of blockbuster movie titles Harry Potter, Spiderman 2, Lord of the Rings, Shrek and The Matrix.
- Brad Pitt would have to make 6 more Ocean's Eleven films just to be able to earn what Halo 2 made at retail on day one. Kate Moss would need to work for 14 years, and David Beckham only 2 years.
- The launch of "Halo 3" in September 2007 will once again set entertainment sales records by grossing more on day one than any movie in history (Spiderman 3 at \$152m) and selling more copies in the first week than any album.

- "Halo 3" is the most anticipated game in videogame history and pre-sell numbers illustrate the excitement, with over 1.25 million placing pre-orders globally alone in late July, two months prior to launch.
- More than 15,000 retail stores across the globe will be open at midnight on the day of launch to ensure that fans receive "Halo 3" hot off the shelves.
- Managers worldwide should expect a higher than usual number of absentees in the days following launch due to "Halo 3 Flu".
- The Halo 3 Multiplayer Beta, which ran for three weeks on Xbox LIVE in May 2007, attracted more than 820,000 unique participants from 25 countries around the world and became the biggest public console beta of all time.
- Multiplayer Beta participants logged more than 12 million hours of online gameplay. That's the equivalent 1,400 years of continuous play by one person. They downloaded more than 350 terrabytes of data, equivalent to more than 82 million digital music downloads from the Internet
- Of the 7 million members currently on Xbox LIVE, the largest social network on TV, more than 5 million of them have played Halo 2.
- Two and a half years after its release, more than 300,000 unique gamers continue to log onto Xbox LIVE every day to play "Halo 2".

The Facts:

- Master Chief, the hero character of the Halo franchise, is one of the most recognisable videogame characters of all time.
- "Halo 3" will be released around the globe as follows:
 - September 25th: Australia, Brazil, Canada, Chile, Colombia, Hong Kong, India, Korea, Mexico, New Zealand, Singapore, Taiwan, United States
 - September 26th: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Ireland, the Netherlands, Norway, Poland, Portugal, Russia, Slovakia, South Africa, Spain, Sweden, Switzerland, UAE, United Kingdom
 - September 27th: Japan
- Microsoft will release three versions of Halo 3 starting 26th September

across EMEA.

- The Legendary Edition will include the game, a storyboard collection, and two discs of bonus content like videos, art and featurettes, all packaged in a collectable Spartan helmet case.
 - The Limited Edition will include the game, a bound art and information book which explores the depths of the "Halo" Universe, and a bonus disc containing art and featurettes.
 - For the fans who want nothing more than the stunning in-game experience of "Halo 3," the Standard Edition will include simply the game.
- With its worldwide popularity, "Halo 3" will be available in 17 languages including: English, French, Italian, German, Spanish (Iberian and Latin American), Brazilian Portuguese, Japanese, Traditional Chinese, Korean, Finnish, Danish, Norwegian, Swedish, Hungarian, Czech and Slovak.
 - "Halo 3" has more audio than 20 feature films, including:
 - 39,000 lines of dialogue
 - 13,000 sound effects
 - 1,000 pieces of music totaling 6 hours of continuous play
 - The music of the "Halo" series has garnered numerous audio awards around the world including the AIAS, Game Developers Choice Awards, and Rolling Stone Magazine's Best Game Soundtrack Award among others.
 - Inspiration for the environments in "Halo 3" came from a variety of places including French cathedrals Chartres, Metz and Reims, a Wallace Stevens' poem titled "*The Snow Man*" and the sketches and watercolors of artist David Roberts among others.
 - "Halo 3" development began in 2004, and it took 120 full-time employees (double the amount that developed "Halo 2") and an army of contractors over one million man hours to create. The Bungie Studios team spans a broad range of talent - from architects and engineers to journalists, from artists to videographers.
 - The Bungie Studios team consumed more than 20,000 pounds of pizza and 24,000 gallons of soda through the three years it took to develop "Halo 3."

The Tastemakers

- The "Halo" series has an extensive celebrity and sports fan base including Justin Timberlake, Samuel L. Jackson, Julia Roberts, Jesse Metcalfe, Paris Hilton, Zach Braff, Benjamin McKenzie, Ashton Kutcher, Jack Black, Ryan Phillippe, Shaquille O'Neil, Ashley Cole, Lionel Messi, Alessandro Del Piero, Djibril Cisse, DJ Roger Sanchez, Jonathan Ross, Chris Moyles, Busta Rhymes, Fergie (Black Eyed Peas), Linkin Park, The

Scissor Sisters, Kasabian, Embrace, Maroon 5, Blink 182, Good Charlotte and more.

- **Justin Timberlake:** *Member of the exclusive "Halo 2 Celebrity Council." Also one of the first celebrities shown the second rendition. Has a gaming room devoted to "Halo" gameplay.*
- **Julia Roberts:** *"I have stayed up all night playing Xbox. The only game I play is Halo. It's the only game I know how to play, and I'm not very good at it, but I will play it obsessively."*
<http://www.youtube.com/watch?v=0mTsRR3drjw>
<http://dir.salon.com/story/tech/feature/2003/06/23/julia/index.html?pn=2>
- **Ryan Phillippe:** *Professed his excitement for "Halo 3" at this year's Madden '08 celebrity event.*
- **John Henley (Nip/Tuck):** *"Halo is really compulsive when you first play on it. If you asked me who would win the battle between Robocop and Master Chief, I'd have to say Robocop maybe has more grit, but Master Chief definitely has the technology"*
- **Fall Out Boy:** *"Halo" fanatics that routinely host tournaments on their bus and in their hotels while on tour*
- **The Scissor Sisters:** *Band members Jake Shears and Baby Daddy are massive Halo fans, they were inspired earlier this year by the trailer for Halo Wars to rework a mix of their track "She's My Man."*

Halo Nation: The fans

- The "Halo" franchise fan base - commonly referred to as 'Halo Nation' - is extensive with reach around the world and contains some of the most hardcore fans in entertainment history. Halo Nation consists of young and old, male and female, from soccer moms to professional gamers, from professional businesspeople to retired, more seasoned gamers.
- Fans have been known to play for days with little to no sleep. "Halo" has a huge community with regular get together competitions and LAN parties; some fans even turn out with "Halo" tattoos and in Master Chief or Covenant costumes.
- Halo Nation takes their love for the "Halo" franchise to new levels by pairing it with their day-to-day passions. <http://Halo.Bungie.Org> webmaster Claude Errera is a professional businessman who devotes every other waking moment of his day to updating Halo Nation on new tidbits of information. A group of young Halo Nation musicians combined their love of the Halo music to form the band 'Corporeal' and create inspired by songs. There are countless examples, all based on their love of "Halo."
- As of late July 2007, a search for the word *Halo* on www.youtube.com will garner more than 130,000 pieces of video content based on the videogame franchise.

- "Halo" fans will do anything to get their hands on "Halo 3." When the "Halo 3" beta went live in May 2007, Bungie.net had to triple its server capacity due to the overwhelming number of games being played and files uploaded.

The Partners:

- The "Halo" franchise has spawned numerous licensed products such as action figures, soundtracks, graphic novels, collectable figurines, apparel, costumes, a comic books series and much more. The licensed merchandise for "Halo 3" has brought in more revenue than all merchandise sold to date for the Harry Potter franchise.
- The Official Strategy Guide for "Halo 2" had day one sell through of 270K copies, the second best launch day for Random House next to Bill Clinton's *My Life!*
- The Halo Graphic Novel, published by Marvel, reached no. 2 in Marvel's all time sales, second only to Spiderman.
- Academy award winning director, screenwriter and producer Peter Jackson has partnered with Bungie Studios to extend the "Halo" franchise by co-writing, co-designing and co-producing an interactive entertainment experience exclusively for the Xbox 360.

The Quotes:

- "I am really excited about lending my voice to the game. I got involved because my son and I play video games together all the time, and when he's finally old enough to play the brilliant Halo series there'll be a nice surprise waiting for him."
-- Jonathan Ross, Film Critic and presenter of "Friday Night with Jonathan Ross" (BBC 1, TV)
- "'Halo 3' makes the move to the high definition age beautifully - the game looks stunning, despite the sniping from some online critics. Some of the maps are a joy to behold - hi-def textures, graphical effects and little touches such as gamers' footprints in the snow, combine to create a visual feast."
-- Darren Waters, BBC Online News
- "You gotta get it online man, you gotta get LIVE!"
--Chris Moyles, DJ, BBC Radio 1
- "'Halo 3' will shine with even more options in this Web 2.0 era: refined matchmaking, persistent rankings, character customization, a ton of multiplayer game modes, different button configurations, movie sharing, different stick configurations, and the most revolutionary 'Halo' feature ever: the toggle crouch."

-- Jonathan Miller, IGN Xbox 360

- "Bungie has yet again found a way to make the best multiplayer game significantly better, and we couldn't be more excited for the final game to ship this fall."
-- Nick Suttner, 1UP

The Awards

The Halo franchise has received critical acclaim worldwide. "Halo", "Halo 2" and "Halo 3" have received more than 300 awards from media and industry organisations worldwide.

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About Xbox 360™

Xbox 360 is the most powerful video game and entertainment system, delivering the best games, the next generation of the premier Xbox Live online gaming network and unique digital entertainment experiences that revolve around gamers. Xbox 360 is expected to have a catalogue of 160 high-definition games by the end of 2006 and to be available in nearly 40 countries by the end of 2007. More information can be found online at <http://www.xbox.com/xbox360>.

About Xbox Live®

Xbox Live is the first and only unified online entertainment network seamlessly integrated throughout the entire console experience, making it easy for people to find the friends, games and entertainment they want from the moment they power on their Xbox 360 system. Xbox Live connects millions of members across nearly 25 countries to enjoy hundreds of multiplayer games, downloadable games via Xbox Live Arcade, free and premium playable game demos, music videos, and movie trailers, as well as new game levels, characters and vehicles for all their favourite retail games. More information can be found online at <http://www.xbox.com/en-us/live>

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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