

“Scene It? Lights, Camera, Action”

Fact Sheet August 2007

- Title:** “Scene It?® Lights, Camera, Action”
- Publisher:** Microsoft® Game Studios
- Developer:** Screenlife® Games and WXP
- Format:** DVD for the Xbox 360™ video game system
- ESRB Rating:** Pending
- Availability:** Holiday 2007
- Price:** \$59.99 (estimated retail price) (comes with four wireless Big Button Controllers)

Product Overview:

“Scene It? Lights, Camera, Action” brings gamers together with friends and family for a casual trivia game that they all can play and enjoy. Using the simple and intuitive Big Button Controller, players can challenge their friends to see whose movie knowledge reigns supreme, with real content from their favorite movies and actors.

This social and engaging trivia experience ships with four wireless controllers, allowing up to four teams to challenge one another, and includes more than 1,800 questions with images, audio and high-definition (HD) movie clips from hundreds of films players will know and love. Gameplay enhancements ensure each game offers a fresh experience without repeats, and new questions and content can be downloadable to add to the fun with. Players can keep score to see who is the true trivia master, or play in party mode and entertain the crowd for hours at a time. The “Scene It?” brand is recognizable worldwide, with more than 10 million DVD board games sold in more than 15 countries. “Scene It? Lights, Camera, Action” for the Xbox 360 will ship this holiday season.

“Scene It?” is the pioneer of the DVD game category, and since it was launched in 2001, more than 10 million board games sold. With more than a dozen editions on the market — including best-selling Disney, Harry Potter, Sports, Music and Movie editions — the “Scene It?” brand of games has won multiple awards from the toy industry. In its first year, “Scene It? Movie Edition” sold more units than Trivial Pursuit, Pictionary, and other top-rated board games during their corresponding launch periods. “Scene It?” is sold in 26 countries and 9 languages, and the second edition of the hit movie title will be released later this summer.

Features:

Features include the following:

- **New movies, puzzle challenges and multiplayer action.** The Xbox 360 game includes more than 1,800 questions not seen before in any other “Scene It?” retail product. “Scene It?” for the Xbox 360 will feature five new types of puzzle challenge that are sure to keep gamers guessing all night long, including “Credit Roll,” where players guess the film based on the list of characters and actors; “Child’s Play,” where they guess the name of the film based on a child’s drawing of a film scene; and “Quotables,” where they are challenged to finish a famous line from a featured film. In addition, all 21 puzzle types have been designed to provide the ultimate multiplayer experience on Xbox 360.*
- **Starring the Big Button Controller.** “Scene It? Lights, Camera, Action” will be shipped with four new wireless Big Button Controllers, so each gamer has his or her own buzzer. Making games such as “Scene It?” more approachable for all types of players, the Big Button Controller takes its inspiration from the game show buzzers of yesteryear but uses the latest infrared technology to minimize the chances of an argument over who answered first.
- **HD.** “Scene It? Lights, Camera, Action” offers a wide assortment of movie clips in HD format as well as hundreds of stills and audio clips from players’ favorite films.
- **Minimal repeats.** The Xbox 360 version keeps track of questions that have already been asked and minimizes repeats so players rarely get the same question twice.

**Developer
Information:**

Screenlife LLC is a premier game company that's bringing a new dimension to the way the world has fun. Screenlife is the creator and world's leading manufacturer of DVD games, including "Scene It?" the number-one selling DVD game worldwide. Screenlife games feature patented Optreve® DVD Enhancement Technology and are available in nine languages, across 26 countries, and in more than 50,000 retail locations. A leader in entertainment licensing, Screenlife has established thousands of partnerships with major Hollywood studios, sports leagues and recording labels, as well as actors, athletes and musicians. For more information about "Scene It?" and other Screenlife games, visit www.screenlifegames.com or call (866) DVD-GAME.

“Scene It? Lights, Camera, Action” is being developed by The Whole Experience (WXP), an independent studio making great games since 1995. WXP has a string of financially successful games, including the platinum-selling “The Lord of the Rings: Fellowship of the Ring,” and their own original IP and multiconsole franchise hit “Greg Hastings Tournament Paintball.” Their first project, a motion-simulator roller coaster ride built in 1997, is still in operation at DisneyQuest® theme parks. Its multiconsole proprietary Experience Engine and SPED Tool Set are both in their 10th year of refinement. WXP’s core team is based in Seattle’s urban Pioneer Square district.

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* Xbox LIVE Gold account required for online multiplayer functionality.

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