



**COMING Q4 2003**



## **BALDUR'S GATE IS PLAGUED BY EVIL ONCE MORE**

The anticipated sequel has arrived. Embark on a new adventure in Baldur's Gate and brave terrible dangers in search of fortune, glory, and power. Face a multitude of sinister enemies while traveling through many spectacular environments in this action-packed fantasy game. Rid the lands of chaos, mastering skills, spells, and deadly weapons... the fate of thousands hangs in the balance.

### **KEY PRODUCT FEATURES**

- Fast paced, addictive hack n' slash combat with over 40+ levels of thrilling action spread over 4 acts.
- Five new customizable characters, each with distinctive powers, appearances and abilities that develop throughout the game.
- New, amazingly detailed environments and monsters with even more explosive spell effects than before.
- A new, inventive item creation system allows players to forge their own unique magical weapons and armor.
- Hidden areas, secret characters, and hundreds of items to discover, customize, and use, from enchanted potions and scrolls to wands.
- Single and two-player cooperative mode.

### **POWER OF THE BRAND**

- Baldur's Gate: Dark Alliance for the PlayStation 2, Xbox and GameCube has shipped over 1 million units worldwide.
- The Baldur's Gate franchise has sold over 5 million units worldwide and is regarded as one of the great role-playing series of all times.
- Introduced almost 30 years ago, the original *Dungeons & Dragons*® game continues to be played by millions worldwide and has led to the creation of the billion-dollar adventure game industry.
- Part of SCEA's Greatest Hits series, recognized for selling over 350,000 PlayStation 2 units in North America alone

### **MARKETING SUPPORT**

- Media – Aggressive advertising, including concentrated core console gamer and mass consumer publications, gaming magazine promotions, viral marketing online campaign to gaming community
- Online – Action game site advertising and promotions, online evangelizer, demo distribution
- Retail – Pre-sell campaign for retailers, stand-out packaging, video trailers, in-store demonstrations and demo giveaways, POS standees, posters and oversized boxes

**Release Date:** Q4 2003  
**Genre:** 3rd Person Action/RPG  
**Platform:** PlayStation®2 computer entertainment system  
Xbox™ Video Game System  
**Item #:** 72021 PS2  
72020 Xbox

**UPC:** 0 20626 72021 2 PS2  
0 20626 72020 5 Xbox  
**Target Age:** 13-34  
**Brand:** Interplay  
**SRP:** \$49.99

**For More Information:**

Brand Manager: Rozita Tolouey  
310.431.4523

[Rozita.Tolouey@vugames.com](mailto:Rozita.Tolouey@vugames.com)

Public Relations: Michael Shelling  
310.431.4495

[Michael.Shelling@vugames.com](mailto:Michael.Shelling@vugames.com)

Pamela Thomas  
310.431.4295

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PlayStation®2

