

# WELCOME TO THE WASTELAND



# COMING FALL 2003

In this gritty and darkly humorous 3rd person action adventure, players join the courageous Brotherhood of Steel, whose mission is to maintain peace in the grim post-apocalyptic world of Fallout. Battling raiders, mutants and a host of radioactive nightmares, players attempt to save the scattered remnants of the human race.

Life is hard, mutation is rampant and the closest thing to law and order is the fusion-powered pistol that you carry on your hip.

## Features

- Based on the world of *Fallout*, a successful series of PC games set in a grim post-apocalyptic universe inspired by classic '50's sci-fi films
- Supports 1-2 players on both Xbox and PlayStation®2 skus
- Two customizable playable characters with unique traits, strengths and attributes to develop over the course of the game
- Unleash over 50 ranged, melee and explosive weapons on hordes of radioactive and mutant creatures
- Unique auto-targeting ability to quickly cycle through enemies
- Tons of equipment to acquire from defeated enemies - obtain stronger weapons and better armor

## Power of the Brand

*Fallout* is a successful franchise of Interplay role-playing and strategy PC games that have exceeded YTD sales of 550K units\*. *Fallout* (released 1997) and *Fallout 2* (released 1998) are RPG's while *Fallout Tactics* (released 2001) was a squad-based strategy game. Fans love *Fallout* for the style inherent in the universe – a grim post-apocalyptic setting with a slight sense of humor.

## Marketing Support

### Advertising

- 4 months of concentrated core PlayStation®2 computer entertainment system, Xbox game enthusiast and mass advertising; includes dedicated teaser campaign
- Game trailer included on Demo Disks in Official PlayStation Magazine, Official Xbox Magazine and PlayStation Magazine

### Retail

- Retail-specific pre-sell campaigns available
- Game trailers, gameplay footage and demo available for retailer kiosks
- In-store awareness through standees, posters, oversized boxes and shelf danglers

### Public Relations

- Extensive PR campaign targeting preview and review coverage in PlayStation®2, Xbox, game enthusiast and mass publications and television

### Other

- Partnership promotions leveraging in-game 3<sup>rd</sup> party placements (music bands, packaged goods, etc.)
- Online evangelism program
- Targeted direct e-mail program

<b>Release Date:</b>	October 2003	<b>UPC:</b>	(PS2) 0 20626 71988 9
<b>Genre:</b>	Action Adventure		(Xbox) 0 20626 72063 2
<b>Platforms:</b>	PlayStation®2	<b>Target Age:</b>	18-34
	Microsoft Xbox™	<b>Brand:</b>	Interplay Entertainment, Corp.
<b>Item #:</b>	(PS2) 71988	<b>SRP:</b>	\$49.99
	(Xbox) 72063		

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# PlayStation®2

