Consumers vote for flexibility with their wallets

Accessory purchases show social gaming key growth factor for Xbox

SYDNEY, AUSTRALIA March 31 2009, Homeentertainment continues to run hot in 2009 as consumers transform their loungerooms into entertainment hubs during tough economic times. Xbox 360hasexperienced a large increase in total sales of its add-on products following a20 per cent cash back offer on the recommended retail price of official accessories.

Accessory sales give us insight into how consumers purchaseand use their consoles, said Jeremy Hinton, Xbox Group Category Manager.Recent sales of Xbox Hard Drives and LIVE StarterPacks show Aussies are spending time online with our social entertainmentnetwork and require more storage space for downloads such as games, music, demosand add-ons. Last year alone, Australians downloaded more than 4.2million items on Xbox LIVE.

BLACK IS THE NEW WHITE

Sales of additional controllers show that Xbox users liketo play with others, in the same room or online. This increase alsosupports the recent trend of consumers seeking stylish products for their homeentertainment, with different colours especially black provingvery popular.

ON-LINE EXPERIENCE ESSENTIAL

The Xbox 360 is priced to give consumers differententry points. They can upgrade with accessories depending on their needsand most importantly, our online component, Xbox LIVE, ensures their experienceis always current regardless of when they purchased their hardware.Eventually, wed like to see 100% of the Australian Xbox community tappinginto our powerful online offering.

Australian consumers have responded extremely well to thecash back offer on official Xbox accessories which started on March 16th andruns until May 16th 2009. Sales of each participating accessoryhave increased, with sales of some more than doubling in the first week of theoffer, when compared to the previous week.

Xbox 360 Accessory Highlights

Percentage increase in sales 16th -22nd March 2009

Black wireless controller 102%

Quick charge kit 88%

120GB Hard Drive 82%

Wireless racing wheel 77%

Messenger Kit 72%

60GB LIVE starter pack 48%

The promotion offers up to $40 cash back on selectedproducts, making it the perfect time to grab official Xbox 360 controllers,hard drives and headsets at great prices.

Customers will need to purchaseXbox 360 accessories between 16th March 2009 and 16th May2009 to be eligible, and redeem the cash back by 5pm (Australian ESB time) onJune 30th 2009. * Terms andconditions apply.

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Should you have any questions or comments please contact:

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*Terms and Conditions: Products must be purchasedbetween 16th March 2009 and 30th April 2009 in Australiaor New Zealand.Claims must be received by 5pm (Sydneytime) 31st May 2009. Offer available on official Xbox 360 accessoriesonly. Does not include: PC Hardware; PC peripherals;3rd Party XboxAccessories; or Xbox 360 Consoles. Photocopy of original receiptrequired. Maximum of 3 claims per customer. You are responsible for completingyour details online and the cost of posting in your claim form. Cash Backamount will be electronically paid into your account. 20% cash back isoff RRP. RRP = Recommended Retail Price (including GST). There is no obligationon any person to comply with the recommended price. The price you actually paywill be determined by the retailer. While stocks last. Only at participatingretailers. See www.xbox.com.au/for online claim form, a list of RRPs for participating products, cash backamounts and full Terms and Conditions.

About Xbox 360

The powerful Xbox 360 video game and entertainmentexperience delivers amazing games, the next generation of the premier Xbox LIVE online social network, andunique digital entertainment experiences that revolve around gamers. Xbox 360 now boasts a catalogue of over500 high-definition games. More information can be found online at http://www.xbox.com/xbox360.

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