

Xbox Blows Away the Opposition

According to industry analysts GfK Marketing Australia, Xbox Live kits have outsold its competitors online offering after their respective first full month of sales.

Launched on October 8, Xbox Live was the first online console gaming arena available to Australians and has so far proven to be the most popular choice among consumers.

To date, actual unit sales of the Xbox Live Kit have exceeded its competitors offering, and when compared per capita based on cumulative console sales, the uptake of the Xbox Live service is more than double. As the statistics show, Xbox gamers are eagerly embracing this new technology because the Live service makes gaming more sociable than ever before, as you're communicating in real-time, says Xbox regional manager, David McLean.

Xbox Live offers a raft of unique features to give consumers an unprecedented online gaming experience. Gamers can compete against the rest of the world, meet with friends and talk in real time. From being able to pick up your Xbox messages through your PC or mobile, through to only needing to sign up once with your individual GamerTag, Xbox Live has been designed with consumer needs in mind. Xbox has also outshone its competitors in terms of its breadth of games on offer. At launch there were over 20 Live enabled games, and 50 are scheduled by Christmas.

According to Xbox, consumer demand in the Australian market is indicative of a strong worldwide uptake of the Live service. The Xbox Live community is now well over half a million strong globally and a recent survey found 96 percent of subscribers would recommend the service to a friend*, says McLean.

Major national retailers say consumer demand for the service has been strong. Demand for Xbox Live starter packs has been considerable, says Steve Wilson, managing director Electronics Boutique Australia. We haven't been able to keep boxes on the shelves and are already experiencing increased demand for Xbox Live enabled games.

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* US Xbox Live Customer Satisfaction Survey, (northern hemisphere summer 2003)

For Further information, please contact:

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, its good to play together, captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

About Xbox Live

Xbox Live is the first comprehensive, online game arena fully dedicated to fast-action broadband gaming experiences. Xbox Live will allow gamers to play multiplayer Xbox games with other gamers everywhere via a high-speed Internet connection. With a built-in hard drive and Ethernet port, the Xbox console was built from the ground up to be an online gaming system so there's no need to buy additional peripherals.

Xbox Live will enable all gamers to find and play with their friends easily; talk to other players during game play through the Xbox Communicator headset; and download current statistics, new levels and characters to their Xbox hard drive.

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