

# Xbox disproves the terrible twos

Xbox announces a price cut to celebrate its second birthday in the Australian market

Right across the country, Xbox owners have celebrated the second birthday of their favourite interactive entertainment console. Since launch the Xbox has grown to the point where it now consistently secures 40% of the weekly next generation console sales\*.

To celebrate its second birthday, Xbox has cut the price of its console from \$299 to \$249. This market leading price drop now prices the Xbox console \$50 less than its major competitor.

According to David McLean, regional director Microsoft Home Entertainment Division Australia and New Zealand, the Xbox price drop is designed to capture an even greater market share against the consoles competitors.

We are making a clear statement here we mean business in Australia. The positive response to the Xbox in this market shows Australians love the console. We want to ensure price is not the obstacle to the ultimate Xbox experience, said McLean.

Since launch over 340 Xbox games have been launched translating into 2.2 million games sales since launch or an average of 3,150 game sales every day\*. To date there has been well in excess of 400,000 Xbox consoles sold in Australia and a total of \$300 million dollars generated in retail sales.\*

According to David McLean, regional director Microsoft Home Entertainment Division Australia and New Zealand, the brands rapid success is due to the fact that the Xbox is more than just a console; its an entertainment unit that the whole family can use.

The Xbox, while primarily a games console, has always had something for everyone in the family, says McLean. It can facilitate so many forms of entertainment in the living room, from playing video games, to DVD movies and CDs through to karaoke and allowing users to connect online to people around the corner or across the globe through Xbox Live.

The console is not the only Xbox product that will receive a price drop other price drops include:

Xbox Halo Elite Force Pack \$299 reduced from \$349

Xbox Music Mixer \$49.95 reduced from \$79.95

Project Gotham Racing 2 \$69.95 reduced from \$99.95

Amped 2 - \$49.95 reduced from \$69.95

Counter Strike \$49.95 reduced from \$69.95

Figures courtesy of GfK Marketing Services

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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 theres 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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