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EAT IT!

**D3PUBLISHER TO DELIVER A TASTY BULLET SANDWICH
WITH NEW VIDEOGAME FOR THE XBOX 360® AND
PLAYSTATION®3 SYSTEM *EAT LEAD: THE RETURN OF MATT HAZARD™***

LOS ANGELES – October 3, 2008 – An action hero emerges from the pixels as D3Publisher (D3P), a publisher and developer of interactive entertainment software, today announced plans for *Eat Lead: The Return of Matt Hazard™*, a third-person shooter with a sense of humor for the Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system. Offering an original storyline and an off-the-wall cast of characters, *Eat Lead* is written by 2008 Writer's Guild Award winning writer Dave Ellis and features the return of classic 80's videogame action hero, Matt Hazard, and parodies some of the most beloved genres of games and pop culture. *Eat Lead: The Return of Matt Hazard* is anticipated for release in Q1 2009.

In *Eat Lead: The Return of Matt Hazard*, videogame action hero Matt Hazard gets his chance to prove once and for all that he is the king of shooters when the new owner of mega game publisher, Marathon Megasoft, gives Matt his comeback role starring in a new title for next-gen consoles that pits him against all of his memorable foes from videogames past. In the world of *Eat Lead*,

however, everything stops being a game and becomes reality when it is clear that someone is using the new game to bring about Matt's death once and for all. With only the mysterious "QA" to help him, Matt must fight against a legion of Marathon Megasoft catalogue of videogame characters to keep it from being "Game Over" forever.

"Eat Lead parodies some of our fondest memories in classic gaming and pop culture, so gamers will have a laugh out loud experience everytime they pick-up the controller," said, Pete Andrew, vice president, product development, North America, D3P. "With an original storyline, Eat Lead perfectly blends action and humor with rock solid gameplay for an experience like no other."

Eat Lead pays homage to the games of yesteryear with a menagerie of classic enemies such as zombies, space marines, cowboys, genetically mutated super snipers, and more and an expansive level environment design that reflects videogame history in a next-gen package. The game fires on all cylinders with explosive artillery and combat moves to help gamers escape from a variety of predicaments including radically-changing environments during gameplay via "hack effects" Hazard's nemesis uses by altering the game's code on the fly. Throughout the adventure, players will utilize a strategic cover system dubbed "point and cover", upgradeable weapons and different interactive melee moves to attack and outsmart foes.

Developed by Vicious Cycle Software, Inc., *Eat Lead* will feature its new game development engine, Vicious Engine 2 (V^{e2}) and is currently rated "RP" (Rating Pending) by the ESRB. For more information on *Eat Lead*, please visit www.EatLeadVideoGame.com.

The teaser trailer for *Eat Lead: The Return of Matt Hazard* will premiere, Saturday, October 4th at 1:00 a.m. EST/PST exclusively on Spike TV's "GameTrailers TV." Players can catch the full HD Episodes at GameTrailers.com and on Xbox LIVE Marketplace for Xbox 360!

About D3Publisher

D3Publisher, a subsidiary of D3, Inc., is a leading interactive entertainment publisher and distributor for licensed and original titles for personal computers, major console platforms and handheld systems. D3Publisher has operations in the U.S., U.K., and Japan. The company also owns development studio Vicious Cycle Software, Inc., and its technology platform, Vicious Engine. Recent releases have included *Dark Sector*®, *Dead Head Fred*®, *Puzzle Quest: Challenge of the Warlords*®, and *Ben 10™: Protector of Earth*. For more information about D3Publisher, please visit: www.d3publisher.com.

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