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**SAVE MATT HAZARD FROM CLASSIC VIDEOGAME BADDIES IN
EAT LEAD: THE RETURN OF MATT HAZARD™ VIDEOGAME
FOR XBOX 360® AND PLAYSTATION®3**

*Eat Lead: The Return of Matt Hazard From D3Publisher
is Now Available in North American Retail Stores*

LOS ANGELES – March 3, 2009 – The battle of the century is on when Matt Hazard takes on 2D soldiers, deadly zombies, space marines, JRPG sword handlers and a number of classic enemies in *Eat Lead: The Return of Matt Hazard*™ from D3Publisher (D3P). *Eat Lead* is a shooter with a sense of humor and is now available for the Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system for the suggested retail price of \$49.95.

Written by 2008 Writers Guild Award winner Dave Ellis, *Eat Lead* stars classic 80's videogame action hero Matt Hazard, voiced by Will Arnett ("30 Rock" and "Arrested Development"). Matt gets his chance to prove to all that he is the king of shooters when new owner of mega game publisher Marathon Megasoft, Wallace "Wally" Wellesley, voiced by Neil Patrick Harris ("How I Met Your Mother" and "Dr. Horrible's Sing-Along Blog"), gives Matt his comeback role.

In *Eat Lead* everything stops being a game and becomes reality when it is clear that Wally 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 horde of enemies to keep his game from being over forever.

“*Eat Lead* is unlike any other shooter gamers have experienced,” said Pete Andrew, vice president of product development, North America, D3Publisher. “With a unique premise and engaging storyline, gamers will be engrossed in a videogame that will keep them reminiscing and laughing for a long time.”

Eat Lead is the first retail product to use the new, Vicious Engine 2 (V^{e2}), which is licensed for use for other games. V^{e2} boasts a number of new and improved features, including an updated lighting engine and modern pixel shader technology.

Developed by Vicious Cycle, *Eat Lead* is currently rated “T” (Teen – Language, Mild Suggestive Themes, Violence) by the ESRB. For more information on *Eat Lead: The Return of Matt Hazard*, please visit www.EatLeadVideoGame.com.

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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