

MEDIA ADVISORY

For Information, Contact:

Michael Cerven
D3Publisher
(310) 231-5848
m.cerven@d3p.us

Brian Rubin
fortyseven communications
(323) 658-1200
brian@fortyseven.com

WILL ARNETT AND NEIL PATRICK HARRIS LEND VOICE TALENT TO D3PUBLISHER'S UPCOMING SHOOTER *EAT LEAD: THE RETURN OF MATT HAZARD*[™]

Hazard/Arnett/Harris '08 -- The Change Gamers Need!

LOS ANGELES – October 27, 2008 – D3Publisher (D3P) today announced that award-winning Hollywood actors Will Arnett, best known to audiences for his roles on television's "30 Rock" and "Arrested Development," and Neil Patrick Harris, currently appearing on television's "How I Met Your Mother," will voice the main characters in *Eat Lead: The Return of Matt Hazard*[™], an original 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. *Eat Lead: The Return of Matt Hazard* is anticipated for release in Q1 2009.

In *Eat Lead*, Will Arnett will bring to life classic 80's videogame action hero Matt Hazard. Matt gets his chance to prove once and for all that he is the king of shooters when Wallace "Wally" Wellesley, new owner of mega game publisher Marathon Megasoft, voiced by Neil Patrick Harris, gives Matt his comeback role starring in a new next-gen title 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 players discover through the original storyline and Arnett's and Harris' voiceover that someone is using the new game to bring about Matt's death once and for all.

"Eat Lead parodies some of the the most beloved genres of games and pop culture, so it was important that we find the perfect voice talent to bring both Matt Hazard and Wallace Wellesley to life," said Pete Andrew, vice president of product development, North America, D3P. "Both Will and Neil are life long videogamers and their experiences playing games combined with their comedic genius and superb voice talent will make *Eat Lead* a must-have title for the Xbox 360 and PLAYSTATION 3 system."

Arnett's acting career spans well over a decade and includes an Emmy-nominated performance for his portrayal of Gob on "Arrested Development" followed by a second Emmy-nomination in 2008 for his performance on "30 Rock." He is also well known for his roles in feature films including *Semi-Pro* (2008), *Blades of Glory* (2007), *The Brothers Solomon* (2007) and *Let's Go to Prison* (2006).

Harris' acting credits span from his award-winning childhood role on "Doogie Howser, M.D." to his current Emmy-nominated role on "How I Met Your Mother." He is also recognized for his performance in a number of feature films including *Harold & Kumar Go To White Castle* (2004) and its sequel *Harold & Kumar Escape From Guantanamo Bay* (2008), *Undercover Brother* (2002) and *Starship Troopers* (1997). In addition, Harris has starred in many Broadway shows and currently headlines the internet sensation, *Dr. Horrible's Sing-Along Blog* (2008).

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.

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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