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[American McGee Presents 'Bad Day L.A.'](#)

To be published in Europe by Lexicon Entertainment

Industry newcomer Lexicon Entertainment announced that "[American McGee's Bad Day: LA](#)" PC version will be the first of many products to be published within the UK and other PAL territories.

With the financial muscle to be a major player in the market, Lexicon sees Bad Day: LA as a huge coup to start their publishing division. The product is due to launch Q4 2006. "American McGee's: Bad Day LA," 3rd Person action/adventure, was developed by Enlight Software originally and will be distributed into several European territories. A distribution deal is in place with a large publisher and will be announced shortly.

McGee's latest game, "Bad Day LA," is a spoof of disaster films like "The Day After Tomorrow." "In simple terms, 'Bad Day LA' is every blockbuster disaster film funneled into one insane day as experienced from the perspective of the world's ultimate politically incorrect antihero," McGee said, adding that the story and events are meant to humorously highlight what he called the ridiculous nature of the "fear culture" in the U.S.

The protagonist is a homeless man who abandoned his privileged life as a successful Hollywood agent after losing his self-respect. McGee said supporting characters in the game are a recognizable cross section of broad stereotypes, including a blond Beverly Hills bimbo, a Hispanic yard worker, a gung-ho action hero and a middle-class white kid.

Although the game will not use celebrity talent, McGee said certain household names provided inspiration for several of the main characters. Among those he cited are Dave Chappelle, Haley Joel Osment, Danny Trejo, Arnold Schwarzenegger and Paris Hilton.

"We are excited about publishing [Bad Day: LA](#)" said Emily Booty, Sales and Marketing Director for Lexicon "To publish the product within specified territories ensures that we keep to our word in distributing and publishing quality products. We have been looking all over the world for new, innovative products and Bad Day: LA was perfect for us in stamping our mark on the market."

'Lexicon Entertainment was a perfect partner to publish Bad Day: LA in Europe' said Trevor Chan, Chairman of Enlight Software. 'They have shown from the start enthusiasm for the product and we are confident that the product will be a huge success'.

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