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Microsoft Unveils New Xbox 360 Platinum Hits

Available in Europe, North America, Latin America, Japan and Asia

In the fall of 2006, Microsoft announced the worldwide availability of the Xbox 360 Platinum Hits program, designed to enable gamers to access great game titles in concert with similar value. Earlier this month, Microsoft expanded the Xbox 360 Platinum Hits in Europe, and is internationalizing the program beginning with March 16, 2007. "Platinum Hits not only lets gamers enjoy a broad portfolio of titles at an amazing price," said Jeff Bell, corporate vice president of Global Marketing for the Interactive Entertainment Business at Microsoft. "It also ensures that existing and new gamers alike can get the most from their Xbox 360 by owning a great library of blockbuster hits. So if you missed playing a game the first time around, now there is a great reason to pick it up." North America, Latin America, Japan and the Asia Pacific are the regions where gamers will be able to benefit from Xbox 360 Platinum Hits. Microsoft currently estimates that 10.4 million Xbox 360 consoles have made their way into the gamers' households. With the expansion of the program, the Redmond Company aims to build on the sales of 16.3 million game titles of the previous Platinum Hits initiative. "Next month's Platinum Hits releases include critically acclaimed games from the industry's leading publishers, including Activision Publishing Inc.'s "Call of Duty 2," Electronic Arts Inc.'s "EA SPORTS™ Fight Night Round 3," Ubisoft Entertainment's "Tom Clancy's Ghost Recon Advanced Warfighter" and 2K Sport's "Top Spin 2." This lineup of Platinum Hits represents some of the best high-definition titles available on Xbox 360 at an appealing price," revealed Microsoft. In the United States, the Xbox 360 Platinum Hits games will cost \$29.99; Japanese gamers will be able to purchase them for 2,800 yen, while in Europe the titles will be sold for 29.99 Euros.