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Zune "Gears of War 2" Special Edition
Microsoft

[Zune "Gears of War 2" Special Edition](#)

120GB for \$279.99

As an integral part of the promotion built around the [sequel for "Gears of War"](#), Microsoft is repeating the publicity stunt it did with Halo 3 and Zune. If over a year ago, the Redmond giant married Halo 3 with its digital media player and came up with the Military Edition of the device, this time around, the company is touting the availability of the Zune "Gears of War 2" Special Edition.

"This special edition Zune is a great way for 'Gears of War' fans to carry around all their music and videos while sharing their enthusiasm for the game," revealed Michael Capps, president of Epic Games. The black 120GB Zune featuring the Crimson Omen is available for pre-orders starting immediately. However, the actual product will only hit the store shelves on November 7, 2008.

Zune and Gears of War fans will be able to buy the special edition of the digital media player for an estimated retail price of \$279.99. The Redmond giant indicated that the collaboration between the Xbox and Zune teams with Epic Games is meant as nothing short of a celebration of the upcoming launch of Gears of War 2.

Just as in the case with the Zune "Gears of War 2" Special Edition, the actual "Gears of War 2" game will also be available come November 7. Microsoft estimates that the title is right on track to becoming a best seller of the 2008 holiday season.

"Our history of creating special edition Zune devices for our customers helps them stand out from the masses," said Chris Stephenson, general manager of Global Marketing for Zune at Microsoft. "With the huge success of 'Gears of War' and the high anticipation for the sequel, the special edition Zune is a must-have for the fans of the game."