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Nov. 7, 2007**

Get Your Trigger Finger Ready for a New Way to Play: “Scene It? Lights, Camera, Action” Available Today

Popular movie trivia game makes its exclusive debut on Xbox 360 with four new wireless Big Button Pad controllers for the ultimate social gaming experience.

REDMOND, Wash. — Nov. 7, 2007 — The No. 1-selling DVD game in the United States¹ makes its video game premiere as Microsoft Game Studios, Screenlife Games and WXP debut “Scene It? Lights, Camera, Action” exclusively on Xbox 360. On store shelves today, “Scene It? Lights, Camera, Action” is a multiplayer trivia game that tests even the most seasoned pop culture trivia pros and allows up to four teams or individual players to relive moments from their favorite movies.

“Scene It? Lights, Camera, Action” comes complete with four new wireless Big Button Pads, so each team or individual player has a buzzer for that realistic “game show” feel. The Big Button Pad takes its inspiration from the buzzers used by contestants in countless TV game shows throughout the years, but uses the latest infrared technology to minimize arguments over who answered first.

“Family rooms everywhere will be buzzing with the biggest stars and blockbusters from the silver screen as we launch ‘Scene It? Lights, Camera, Action’ on Xbox 360,” said Jeff Bell corporate vice president of Global Marketing, Xbox 360. “In the spirit of the game-show buzzers of yesteryear, our new Big Button Pad makes it easy for everyone to have a fun evening seeing whose movie knowledge reigns supreme.”

“We’re taking party gaming to the next level with ‘Scene It? Lights, Camera, Action’ for Xbox 360,” said Stuart Moulder, executive producer at Screenlife Games. “It’s the first trivia franchise for Xbox 360. We’ve brought the award-winning interactive experience of ‘Scene It?’ to this next-generation platform with high-definition movie clips, photo stills, audio clips and more.”

Movie buffs and trivia lovers everywhere will enjoy new questions never seen in any other “Scene It?” game. With new puzzle challenges, “Scene It? Lights, Camera, Action” is sure to keep players guessing all night long. The game features movie clips in HD format as well as hundreds of stills and audio clips from players’ favorite films. Also, new technology keeps track of questions that have already been asked, to minimize repeats.

Made exclusively for Xbox 360, “Scene It? Lights, Camera, Action” is available in stores now for \$59.99 (U.S. estimated retail price) and is rated T for Teen.

About Xbox 360

Xbox 360 is a superior video game and entertainment system delivering the best games, unique entertainment features and a unified online gaming network that revolve around gamers. Xbox 360 will have a portfolio of more than 300 games and will be available in nearly 40 countries by the end of 2007. More information can be found online at <http://www.xbox.com/xbox360>.

About Microsoft Game Studios

Microsoft Game Studios is a leading worldwide publisher and developer of games for the Xbox and Xbox 360 video game systems, the Windows operating system and online platforms. Comprising a network of top developers, Microsoft Game Studios is committed to creating innovative and diverse games for Windows (<http://www.microsoft.com/games>), including such

franchises as “Age of Empires,” “Flight Simulator” and “Zoo Tycoon”; Xbox and Xbox 360 (<http://www.xbox.com>), including such games as “Gears of War” and franchises such as “Halo,” “Fable,” “Project Gotham Racing” and “Forza Motorsport”; and MSN Games (<http://www.games.msn.com>), the official games channel for the MSN network and home to such hits as “Bejeweled” and “Hexic.”

About Screenlife LLC

Screenlife, LLC is the creator and world’s leading manufacturer of DVD games. Screenlife products are powered by Optreve[®] DVD Enhancement Technology. Screenlife’s Scene It? branded games are available in nine languages across 26 countries, and in more than 50,000 retail locations worldwide. A leader in entertainment licensing, Screenlife has secured thousands of partnerships with the major Hollywood studios, sports leagues and recording labels as well as actors, athletes and musicians. For more information about Scene It? or other Screenlife games, visit www.screenlifegames.com or call (866) DVD-GAME.

About WXP

“Scene It? Lights, Camera, Action” is being developed by The Whole Experience (WXP), an independent studio making great games since 1995. WXP has a string of financially successful games, including the platinum-selling “The Lord of the Rings: Fellowship of the Ring,” and their own original IP and multi-console franchise hit “Greg Hastings Tournament Paintball.” Their first project, a motion-simulator roller coaster ride built in 1997, is still in operation at DisneyQuest[®] theme parks. Its multi-console proprietary Experience Engine and SPED Tool Set are both in their 10th year of refinement. WXP’s core team is based in Seattle’s urban Pioneer Square district.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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¹ Source: The NPD Group / Consumer Tracking Service, January–November 2006, Annual 2005, Annual 2004, Annual 2003; Properties DVD Games Category

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