



**GAMETAP LAUNCHES NEW TOMB RAIDER RETROSPECTIVE DOCUMENTARY AND RE\VISIONED ANIMATED SERIES**

*“10 Years of Tomb Raider” Celebrates Top Gaming Franchise*

ATLANTA – May 17, 2007 – GameTap, the first-of-its-kind broadband entertainment network from Turner Broadcasting System, Inc. (TBS, Inc.), announced today the launch of a new GameTap Retrospective series and a new original animated series, “Re\Visioned,” that pays homage to one of the game industry’s top franchises of all time – Tomb Raider.

“10 Years of Tomb Raider – A GameTap Retrospective” profiles the creators, the games, the live-action models, and the fans who have collectively made Tomb Raider a pop culture phenomenon. The documentary will be available for free for all fans to view at [www.gametap.com/tombraider](http://www.gametap.com/tombraider) and a new segment will be added each week through June 7<sup>th</sup>.

“The Retrospectives series explores the most beloved game franchises and their impacts on pop culture. With ‘10 Years of Tomb Raider,’ we show the history of this legendary series of games,” said Ricardo Sanchez, GameTap’s vice president of content. “Fans of Tomb Raider will get an exclusive behind-the-scenes look at one of the industry’s most successful game franchises.”

“We wanted to do something special for Lara’s 10<sup>th</sup> anniversary,” said Larry Sparks, Eidos’ head of brands management. “Working with GameTap allowed us to tell the Tomb Raider story like never before, complete with fan interviews from around the world and a first ever photo shoot that brought together the live action Lara Croft models.”

GameTap has also created a new original animated series, “Re\Visioned”, for GameTap TV. This all-new animated series explores and reimagines well known video game franchises. The first season features interpretations of video gaming’s leading lady, Lara Croft, by well-known animators, comic book artists and writers.

To create “Re\Visioned: Tomb Raider” GameTap commissioned Peter Chung, Jim Lee, Warren Ellis, Gail Simone, David Alvarez, Ivan Reis and Ken Kelly, among others, to provide their ‘Re\Visioned’ view of the famous video game heroine. The first episode in this original animation series will debut on July 10<sup>th</sup> and will run through August 9<sup>th</sup>. There are 10 episodes in total and they will be available to view for free at GameTap.com.

“Lara Croft is an icon, so we brought in some of the most iconic creative talent of today,” continued Sanchez. “These writers and artists have created or worked with some of the best known characters from comics and animation and we’ve been honored to work with them to make the first season of our ‘Re\Visioned’ series a reality.”

Visitors to the newly launched micro-site, [www.gametap.com/tombraider](http://www.gametap.com/tombraider) will get access to the new Retrospective documentary, “Re\Visioned: Tomb Raider” animated series, trailers and clips for both programs.

Fans can also purchase the PC version of *Lara Croft Tomb Raider: Anniversary* at GameTap.com’s new digital retail storefront and GameTap subscribers can play the game day and date when it hits retail shelves on June 5<sup>th</sup>, 2007.

## **Coming Soon to GameTap**

On May 31st, 2007, GameTap.com will offer more than 30 free games and more than 600 original videos from GameTap TV. In addition to the free, ad-supported version, “GameTap Gold” will continue to offer access to more than 850 games via a low monthly subscription fee. Visitors to GameTap.com will also have access to the new digital retail storefront, which will offer hundreds of the best new and catalogue PC games for purchase via download.

### **About Eidos Inc.**

Eidos Inc. is part of SCi Entertainment Group Plc (SEG) one of the world's leading publishers and developers of entertainment software. Eidos consists of publishing operations across Europe and the US and several development studios including Crystal Dynamics, IO Interactive, Beautiful Game Studios, Eidos Studios Hungary, Eidos Sweden and Pivotal Games. The Group has a valuable combined portfolio of intellectual property including: Tomb Raider, Hitman, Deus Ex, and Just Cause.

### **About GameTap**

GameTap is the leader in digital game distribution and broadband entertainment. Launched by Turner Broadcasting in 2005, it now delivers more than 850 authentic versions of the greatest console, computer and arcade games on demand, including original and exclusive episodic properties. In addition to games for every age and interest, GameTap offers more than 600 original entertainment programs, popular video streams and thriving virtual communities to broadband-connected PCs. Continually updated with new games, programs and features, GameTap is a downloadable application that supports navigation and game play using keyboard and mouse, as well as most USB peripherals.

### **About Turner**

Turner Broadcasting System, Inc. (TBS, Inc.), a Time Warner company, is a major producer of news and entertainment products around the world and the leading provider of programming for the basic cable industry.

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