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The #1 Interactive Entertainment Trade Newsweekly

U.S. $3.95

VOLUME 6 • ISSUE 14
5.8.00
www.gameweek.com

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May 8, 2000

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First Quarter Recap: Continued Boom or Stalling Market?

By Ben Rinaldi

With the Electronic Entertainment Expo just a week away, everyone's attention is squarely focused on Los Angeles—and rightly so, since it's *the* place to be if you want to see the latest and greatest in videogame-related technology and software.

Some of the products that will be on display during this year's show are sure to become tomorrow's sales successes, making E3 the ideal venue if you want to catch a glimpse of a prosperous future. Sometimes, however, it's just as important to look back as it is to look ahead—especially if you want to analyze the current status of the interactive entertainment industry.

Initial reports from sales tracking firms, like The NPD Group and PC Data, are encouraging, as they show the videogame (console) market experienced slow, but steady growth for the first quarter (Q1) 2000. According to NPD's data, the overall videogame category saw a units-sold increase of 12.3% and a dollar increase of 6%, compared to January–March 1999.

The next-generation console software market (Dreamcast, PlayStation and Nintendo 64) also showed healthy growth from a year ago: 19.2% in unit sales and 12.7% in dollar sales. Unfortunately, while consumers continue to show interest in software, the same can't be said for hardware. Sales of console hardware are down significantly, with units down 14.1% and dollars off 19.5% from the prior year. The hardest hit was PlayStation, which dropped seven percent in sales, according to PC Data. Despite naysayers' claims of doom and gloom, N64 saw a sales increase of seven percent, due largely to the marketing

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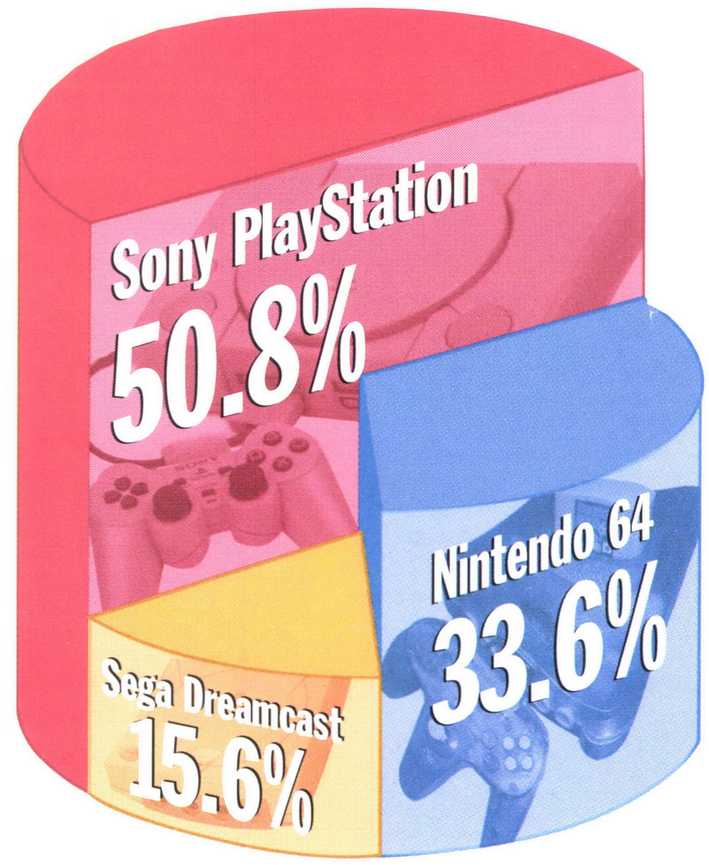
Distribution of Next-Generation Hardware by Platform
Ranked by Units Sold • January–March 2000



SOURCE: PC DATA • 703.995.6200

Sierra Reveals Half-Life: DC

By Ben Rinaldi

Sega has been promising Dreamcast owners true multiplayer online action using the console's built-in 56K modem for what seems like a lifetime. Now with E3 right around the corner, Sega and some of its third-party partners look to make good on those promises. Sega's goal at the show will be squarely focused on showcasing multiplayer titles such as *NFL 2K1*, *NBA 2K1*, *Phantasy Star Online* and, what may be the most anticipated game of all, id Software's *Quake III: Arena*.

(continued on page 4)

Is Virtual Advertising the Wave of the Future?

By Jim Loftus

Advertising is so prevalent in today's society, it's often difficult to go more than a few feet without coming face-to-face with a larger than life billboard screaming about the latest soft drink, motion picture or Calvin Klein underwear. Marketers have employed all kinds of advertising vehicles to promote their products—everything from print, television, transit and outdoor advertising have been used extensively to make an impression on consumers and stimulate sales.

So what's left for advertisers to do, now that they've conquered all the known medi-

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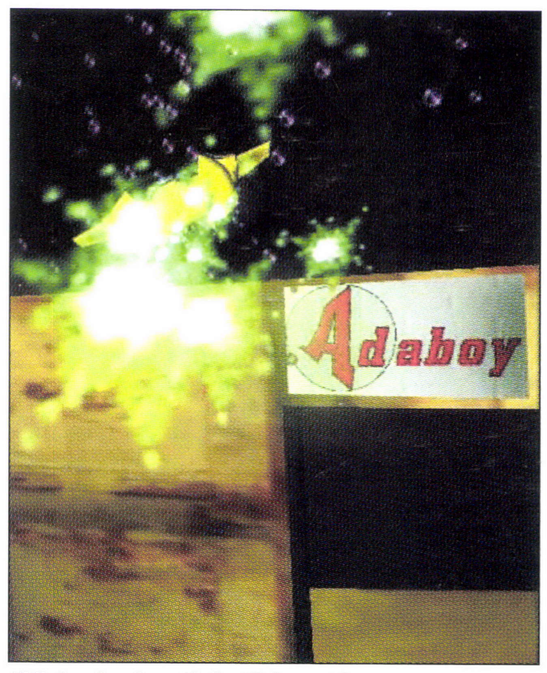

"Virtual advertising" in action

In This Issue:

GameWEEK PRE-E³ SPECIAL ISSUE

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Fox Interactive Bails On Sports Genre

High demand on manpower and resources cited as reason

By Andy Eddy

Fox Interactive told *GameWEEK* that, effective immediately, it will "get out of the videogames sports category." According to Fox Interactive President Steve Bersch, the company has determined that the "sports business requires extremely time-intensive, labor-intensive and time-sensitive attention." With Fox Interactive being "a moderately sized company, [the sports division took] a huge amount of resources away from our entertainment titles."

While the Fox Sports line will go away from Fox's catalog, Bersch confirmed that there is a possibility that the company will license with another publisher "to keep the Fox Sports brand alive."

For the time being, though, the main result of the move will be an increase in the number of entertainment titles that Fox interactive is working on. "In the future—E3 and beyond—we plan to announce a significant amount of new entertainment titles," Bersch said, "because of rededicated human resources to other parts of the company."

Bersch and Dave Neubecker, vice president of marketing for Fox Sports, wouldn't indicate the number of layoffs that would result from the dropping of the sports line, but said that they "will not be substantial"—and Neubecker noted that, with the reallocation to other parts of the company, there may in fact be no layoffs at all. He did say, however, that he and some members of his staff would be making a move over to another News Corp. group, News Digital media, which supplies content for Fox Sports.com. **GW**

eToys Says "No" to PS2 Pre-Orders, Others Say Bring It On

By Bryan Intihar

As other retailers and e-tailers have begun the Sony PlayStation2 pre-order madness, eToys has decided to take a backseat and not accept pre-orders at this time. *GameWEEK* contacted a representative of eToys who stated that the main reason the company was holding back on taking pre-orders was due to the fact that it wanted to wait "for Sony to set a release date for the PlayStation2."

Even though eToys has decided to play the waiting game, the same cannot be said for retailers like Babbage's Etc. and Electronics Boutique. One Babbage's employee who spoke to *GameWEEK* said that his store has almost 100 PS2 pre-orders already. He went on to mention that the store is very close to surpassing the pre-order total it reached with the Sega Dreamcast last year. The corporate offices have told stores that whoever decides to pre-order a PS2 from now on is "not" guaranteed a system on the launch date. For that reason, once the systems do arrive in stores, they will only be held for 24 hours, then will be given to the next person on the waiting list.

GameWEEK also contacted an Electronics Boutique store, but it would not reveal how many pre-orders the store had totaled so far. All the store manager would say was that "it was going very well." In addition, corporate headquarters has informed the store manager that pre-orders are most likely to end in the middle of June. This is due to the enormous amount of existing pre-orders and lack of information from Sony on how many systems the company will be allotted at the time of the launch.

The release date of the PS2 should be announced at this year's E3 Expo; many are predicting a fall launch date. **GW**

SHORT TAKES

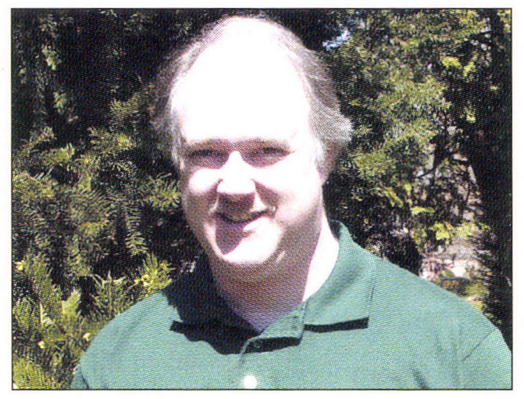
Flextronics Intl. X-Box Partner

By Andy Eddy

Flextronics International Ltd., which bills itself as "a global EMS (Electronic Manufacturing Services) provider of a full spectrum of value-added services," has announced that it's been selected by Microsoft Corp. to assist in the development and manufacturing of the forthcoming X-Box game console. Flextronics is already a hardware provider to Microsoft, manufacturing for its Hardware and WebTV groups.

A Flextronics spokesperson indicated that the company would be helping Microsoft with the design and manufacture of product, but negotiations are still taking place on where X-Box will be manufactured. **GW**

GameWEEK EDITORIAL



By Andy Eddy
GameWEEK West Coast Editor
GameDaily.com Editorial Director

The Importance of Putting on a Consistent Face

With the recent anniversary of the Columbine shootings, it's likely that the upcoming E3 will again put our industry under the media microscope.

There's no question that a wide variety of games—some of them mature in theme—will continue to be available. And while the ESRB ratings will go a long way toward keeping the more intense products out of children's hands, in my view it's essential that our industry provide a consistent self-analysis to those who scrutinize our wares.

In September 1998, Electronic Arts (EA) decided not to release *Thrill Kill*—which came to EA in the Virgin Studios purchase—because of the game's extreme violence. While the particularly brutal title is rife with gratuitous gore and chilling finishing moves, it's also the type of game that the ESRB's Mature rating was designed to cover.

"It's not the kind of entertainment that Electronic Arts supports," an EA spokesperson told *GameWEEK* when the game was dropped.

It's certainly EA's choice to drop a title—in spite of *Thrill Kill*'s strong gameplay and likely salability—but my main gripe is with EA's moral inconsistency.

For instance, EA's own web page for the recently released *NHL Rock the Rink*, an over-the-top hockey game, said, "Body-slam your opponent to the ice, feed him a fistful of leather or drop him with a wicked clothesline tackle." Certainly, it was extremely bad timing for EA to release the National Hockey League-licensed game around the time that some ugly incidents happened—most prominent being Marty McSorley's stick to Donald Brashear's head in February.

EA also has a game in development called *American McGee's Alice*, a harsh take on the Alice in Wonderland story that promises "an array of nasty toys," "vicious creatures," "horrifying environments" and "strange characters." The petite Alice I remember is displayed on the game's website (http://alice.ea.com) holding a knife in one hand and, with the right browser plug-in, stomping a spider-like "nasty bugger."

Pretty surprising for a company that deemed *Thrill Kill* "inappropriate" for the market.

It's not like EA is the sole offender, but these provide good examples of double standards that naysayers and media will eagerly highlight. **GW**

Coming Next Week:
Jim Loftus primes us for the parties at this year's Electronic Entertainment Expo.

Continued from the Cover

Is Virtual Advertising the Wave of the Future?

ums of entertainment? According to a Pittsburgh, PA-based company called Adaboy, Inc., the answer lies in the digital environments of videogames, which the company says is an untapped resource that's just waiting to be exploited.

Adaboy's solution of placing high-impact, three-dimensional ads within a game's virtual world is about as cutting edge as it gets in the fast-moving world of advertising. Imagine coming across billboards promoting real-life products like Pepsi or Ruffles potato chips, as you roam through the levels of *Unreal Tournament*. The intent is obvious: increase a product's advertising exposure and raise the level of consumer awareness.

Adaboy claims that its technology makes it easy for developers and publishers to place ads within their games. It's a simple matter of installing a software module that enables the display of 3D virtual billboards using the game's existing engine. The billboards can be applied to all game genres, appearing spatially correct without disrupting the user's online activity. Furthermore, Adaboy says that the ads can be customized to fit the demographics of specific online users. For example, a teenage boy playing a hockey game might view ice rink ads of products that will appeal to him, while a 24-year old playing the same game might see entirely different ads, targeted more at his age group.

"Until now, Web advertising has been primarily limited to banners, which offer little in the way of measurable accountability for the marketer," explains Craig Campbell, president and CEO of Adaboy. "Our model changes that because messages are delivered in a customized fashion and advertisers don't gamble their marketing dollars."

Adaboy representatives will be on hand at E3 to demonstrate this new approach to advertising, so make sure to drop them an e-mail (e3meetings@adaboy.com) to set up a meeting, or if you can't make it in person, visit www.adaboy.com. **GW**

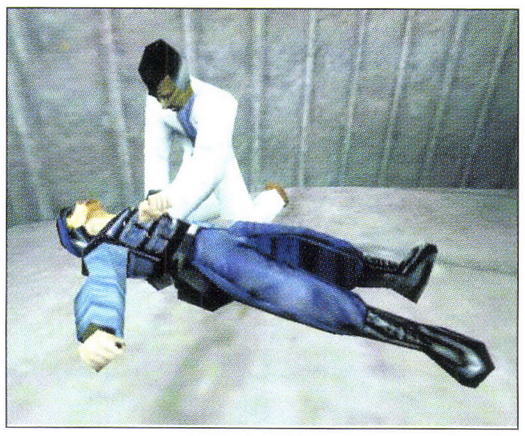
Continued from the Cover

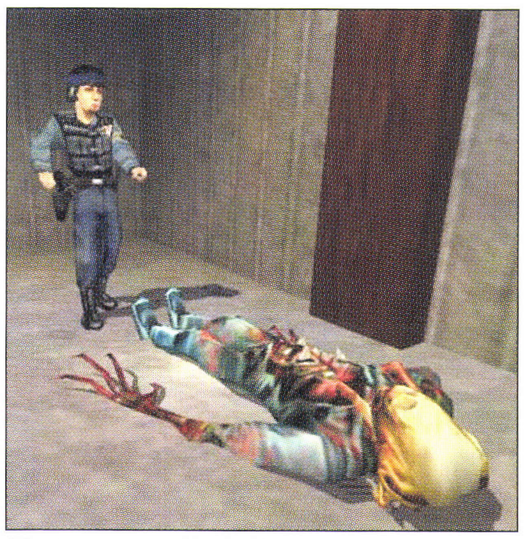
Sierra Reveals Half-Life: DC

Sierra Studios' *Half-Life* is another PC-to-DC port of a popular first-person shooter that, up until now, had not received nearly the attention it deserved. Sierra and developer Gearbox hope to change all that now that it has finally released solid information about the game to the general public.

Half-Life: DC is definitely looking very faithful to the original PC version, which is a good thing, considering that the PC game collected numerous "Game of the Year" awards in 1998. Sierra promised that it would not settle for a direct port, but rather add new graphical tweaks and modifications to take advantage of the Dreamcast's processing muscle. At this point, however, it's difficult to pick out the Dreamcast optimizations, such as higher-polygon player characters and improved lighting and special effects.

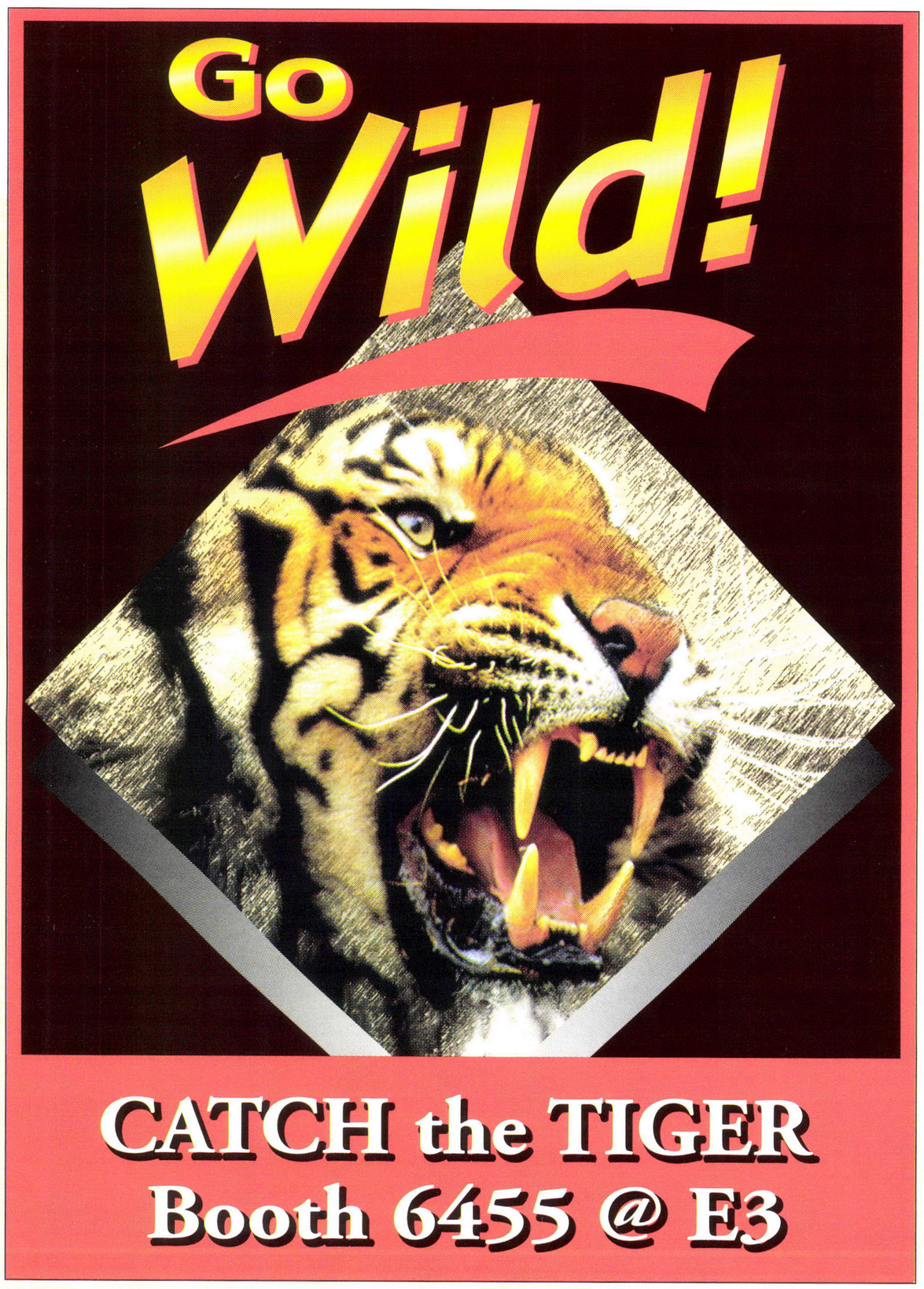
The Dreamcast edition does feature an exclusive new single-player mission for Barney the security guard, but so far there has been no word on online multiplay, though Gearbox has mentioned more than once that it is working on including it.





First screens: **Half-Life: DC**

We'll bring you more on this promising title after we get a chance to thoroughly play-test at E3. **GW**



newsbits

BlueLight.com, Digital River Partner—BlueLight.com and "commerce service provider" Digital River are teaming in a pact for which the latter will provide "content delivery and software products for BlueLight.com's upcoming e-commerce shopping destination." According to a statement, "Digital River's unique Remote Commerce Server (RCS) technology will enable Bluelight.com to offer Digital River's software product for physical and downloadable digital delivery directly to [its] customers through a seamless shopping environment with one integrated shopping cart at Bluelight.com. All online software orders are fully integrated with Digital River's commerce and e-fulfillment." Digital River stated that it has provided e-commerce services to Kmart since 1998.

BlueLight.com also announced that it has appointed Steve Ryman to the position of vice president and general merchandise manager. The promotion moves him up from the position of merchandise vice president. BlueLight.com is a joint venture between Kmart Corp. and SOFTBANK Venture Capital.

Daikatana Is Almost Here, Again—It seems that John Romero's latest project will be coming to retail stores in the near future. *Daikatana* by Eidos Interactive and Ion Storm has been approved for duplication after a series of game adjustments. The game contains 24 levels that take place in four time periods: Norway 560 BC, Greece 1200 BC, San Francisco 2030 AD and Japan 2455 AD. In addition, *Daikatana* features three-player cooperative campaigns and deathmatch battles over the Internet. It's expected, but not promised, that it will be released this month.

Enix Pioneers Fingerprint Technology—In Tokyo, *The Nihon Kezai Shimbun* is reporting that Enix Corp. has developed a pressure-sensitive fingerprint sensor that is able to detect minute surface indentations, such as fingerprints. Enix plans to start selling the product to computer-related companies as early as next spring. The sensor may be used in e-verification systems for transactions over the Internet.

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WHO SAYS CRIME DOESN'T PAY?

DRIVER WAS THE BEST-SELLING GAME RELEASE FOR THE PLAYSTATION® GAME CONSOLE IN 1999.

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Continued from the Cover

First Quarter Recap: Continued Boom or Stalling Market?

of the *Donkey Kong 64* and *Pokémon Stadium* bundle sets. Dreamcast continues to chug along, although it looks like it has lost some of its appeal with gamers, as sales consistently trailed behind PS and N64 in Q1.

PC Data reports similar numbers to that of NPD, prompting the company's game analyst Matt Gravett to say, "2000 is the year of anticipation in the videogame field. Gamers are definitely focused on the introduction of new platforms, but are still feeding their 'game fixes' with new titles from established consoles."

Like 1999, the handheld market continues to be the fastest-growing segment of the videogame market, single-handedly accounting for most of the Q1 growth. Dominated by Nintendo's Game Boy Color (GBC), portable video hardware was up 34.2% in units and 45.6% in dollars; thanks to the popularity of Pokémon-related titles, software unit sales were up 33.5%, while dollars rose 37.5%. With the lack of competition and the continued appeal of the Pokémon franchise, don't look for things to change much as GBC's success is almost guaranteed for the foreseeable future. The introduction of *Pokémon Gold* and *Silver*, in addition to other highly desirable GBC titles—such as *Metal Gear Solid* and *Perfect Dark* in the back half of 2000—should continue to drive the industry forward.

Retailers reported that Game Boy Color and Pokémon-related games continued their popularity with consumers in Q1.

For the quarter, PC Data noted that Nintendo captured 24% of the software market share, making it by far, the top publisher based on revenue. Sony finished a distant second with 11%, followed by EA with ten percent. Nintendo also claimed five of the top-ten best-selling games, with *Pokémon Stadium* leading the way with over one million units sold. Nintendo's strong showing for the quarter is good news for the company and should go a long way in justifying its decision to delay "Dolphin" and Game Boy Advance to 2001. **GW**

Top-Selling Interactive Software Titles

Ranked on Units Sold, January-March 2000

Rank	Title	Publisher	Release Date
1	*Pokémon Stadium* (N64)	Nintendo of America	Mar. '00
2	*Pokémon Yellow* (GB)	Nintendo of America	Oct. '99
3	*WWF Smackdown!* (PS)	THQ	Mar. '00
4	*Who Wants/Millionaire* (Win 95/98/NT)	Disney Interactive	Nov. '99
5	*Gran Turismo 2* (PS)	Sony Computer Ent.	Dec. '99
6	*Mario Party 2* (N64)	Nintendo of America	Jan. '00
7	*Pokémon Blue* (GB)	Nintendo of America	Sep. '98
8	*Pokémon Red* (GB)	Nintendo of America	Sep. '98
9	*The Sims* (Win 95/98)	Electronic Arts	Feb. '00
10	*Tony Hawk's Pro Skater* (PS)	Activision	Sep. '99

Source: NPD TRSTS Videogame Service

ATI Introduces Radeon 256

By Ben Rinaldi

ATI Technologies used Microsoft's annual Windows Hardware Engineering Conference 2000 to unveil the Radeon 256 graphics chip, the first in a new brand that takes over where the successful Rage line left off. Based on new architecture, ATI boldly claims that the Radeon 256 "is the most powerful graphics processor ever designed for desktop PCs." The Radeon 256 includes a host of features, including the ability to support 128MB of DDR RAM, a pair of new graphics technologies and pumped-up video support.

ATI says the Radeon 256 is the first of a family of products that the company will introduce for the high-performance market and promises that it will follow it up with a product that will quadruple the performance of the Radeon 256. "Radeon 256 firmly establishes ATI in the high end, cutting-edge performance category of the PC and workstation markets," explained KY Ho, chairman and CEO of ATI. "ATI is committed to making significant, ongoing investments to ensure a continuous stream of winning products in this category."

The graphics technologies should be especially interesting to gamers. The so-called Charisma Engine deals with creating more realistic character models and geometry issues; the other, known as Pixel Tapestry Architecture, is designed for high-quality rendering and texturing. A third capitalized technology is named Video Immersion and is designed for digital video features, such as DVD.

The Charisma Engine has the ability to handle full transform-and-lighting support plus advanced vertex rendering, including three-dimensional interpolation for smooth animation of facial expressions and body-joint movement. Even more impressive is Pixel Tapestry, which includes "deep texturing." That means that it can draw three textures in a single pass. The technology also supports every form of bump mapping, full hardware support for 3D shadows and more.

ATI has added what it calls HyperZ technology to augment the memory capability. HyperZ prevents the card from rendering items in a scene that are obscured by closer objects. Normally, such items are rendered and then removed by a 3D accelerator's Z-buffer. The Radeon 256 also packs plenty of display technology, including on-chip HDTV support, a vast improvement of MPEG-2 capabilities, and a built-in TMDS for flat-panel monitors and other digital displays.

ATI states that products with the Radeon 256 will be available this summer, but the company didn't give any indications on pricing. **GW**

newsbits

Starfleet Command Sequel Announced—Interplay Entertainment Corp. is currently working on a sequel to *Star Trek: Starfleet Command* called *Star Trek: Starfleet Command Volume II—Empires of War*. This version plans to have a redesigned fleet control interface as well as more in-depth solo missions. Expect the game to be released this winter.

Sierra Announces New Strategy Game—Impression Games and Sierra Studios are collaborating once again to create another city building strategy game, *Zeus: Master of Olympus*. This will be the sixth game that the two companies have worked on together that focuses on the building of civilizations. *Zeus: Master of Olympus* takes place in ancient Greece where the theme of mythology is highly prevalent. Presently, there is no firm release date for this title.

Sega Sets Up Virtual Arcades—According to the Japanese daily newspaper *Nihon Keizai Shimbun*, Sega Enterprises Ltd. is building a one-gigabit-per-second fiber-optic network that can link videogame arcades. This will enable players to compete against others in arcades across the country. The system will begin testing in July, and the company hopes to install this technology into 20 arcades by January.

GameSpy Launches PlanetPS2—GameSpy Industries has announced the launch of PlanetPS2, the company's second foray into the console-gaming arena following PlanetDreamcast, to coincide with the recent launch of the PlayStation2 in Japan.

According to Mark Surfas, CEO and founder of GameSpy Industries, "GameSpy Industries is committed to keeping a keen eye on next-generation consoles. The broadband capabilities of the PlayStation2 are very exciting to GameSpy. As more and more games become available online, GameSpy will be available to provide multiplayer support for gamers everywhere. Until then, PlanetPS2 will be a comprehensive online source for all news about PlayStation2."

Incidentally, GameSpy has also secured the URLs, planetx-box.com and planetxbox.com, but another company has secured planetdolphin.com.

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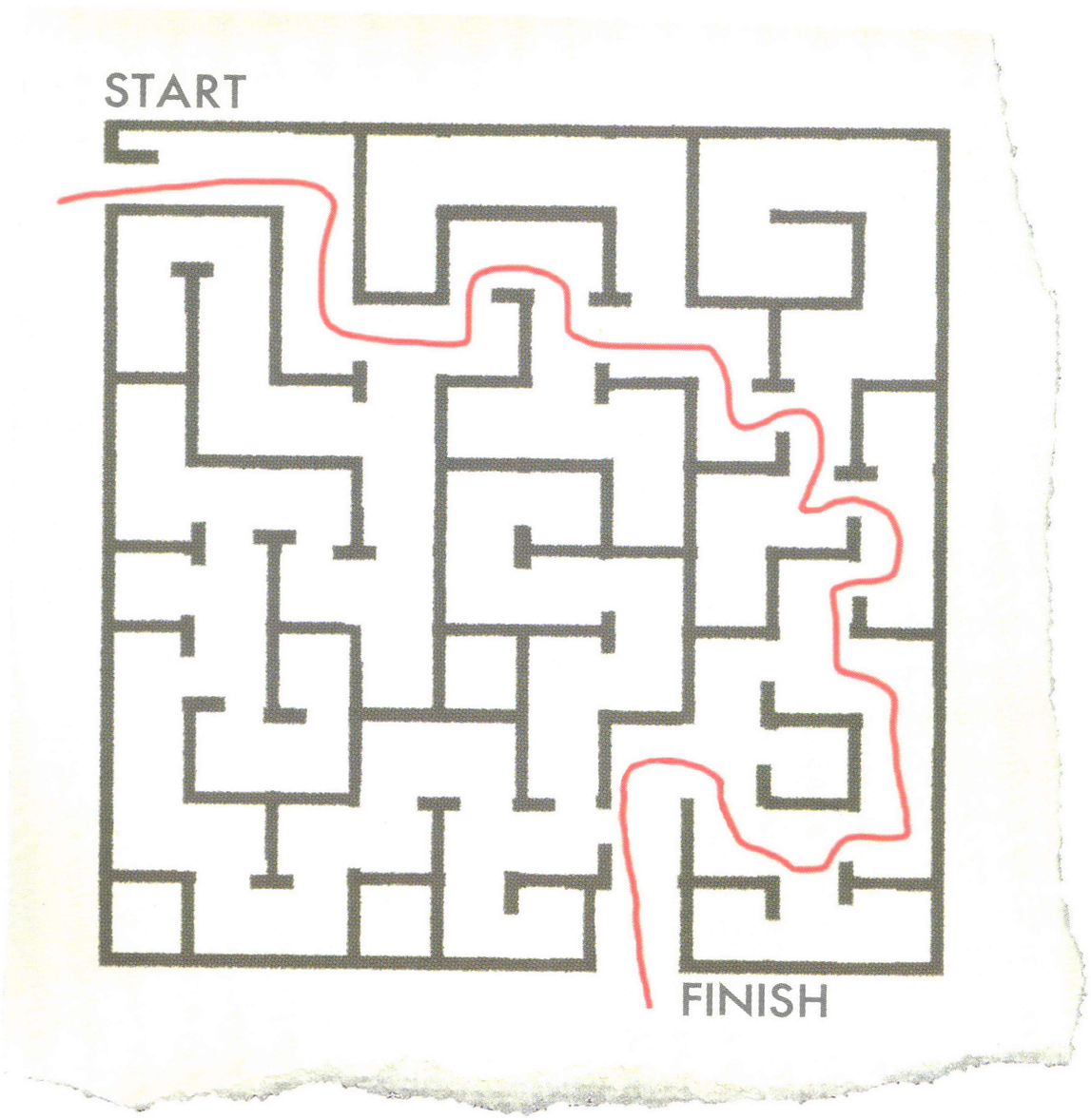

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Rambus Calls in Trade Commission

By Bryan Intihar

As reported earlier by *GameWEEK*, approximately a month and a half ago Rambus accused Sega and Hitachi of infringing on its patent rights. While nothing has developed in the case since the initial accusation, the company has now called on the U.S. International Trade Commission to investigate the situation further.

Rambus wants the Trade Commission to put a halt on all imports of the memory chips used in Sega's latest videogame console, the Dreamcast, and many of Hitachi's electronic products. The Trade Commission stated, "By instituting this investigation, the ITC has not yet made any decision on the merits of the case...The ITC will make a final determination in the investigation at the earliest practicable time."

The focus of the investigation will be on the importing of "so-called synchronous dynamic random access memory devices and microprocessor chips that are used in computers and other electronic products, including some videogame consoles." The companies that are involved in the investigation include Hitachi of Tokyo, Hitachi Semiconductor of San Francisco, Sega Enterprises of Tokyo and Sega of America.

Many will remember that Rambus accused Sega of a similar charge when the company released its Saturn console in 1997. However, the case never made it to court and no action was taken against Sega. **GW**

Illinois Videogame "Sting" Irritates the IEMA

By Bryan Intihar

Illinois Attorney General Ryan has joined a number of other groups in trying to encourage retailers to use the videogame rating system and cease all sales of games with a Mature rating to minors. General Ryan said, "It defies common sense that we would want these shockingly violent and interactive 'murder simulators' to flow freely into the hands and ultimately the minds of our young people."

These statements came on the heels of a state "sting" operation in which all 32 cases involved minors able to purchase a violent videogame without being questioned for identification. General Ryan is also presently working on an information campaign to help educate parents about the games and the rating system.

However, Hal Halpin, president of the Interactive Entertainment Merchants Association (IEMA), seemed to disagree with the Attorney General's approach to the situation. Halpin stated, "The Interactive Entertainment Merchants Association has been proactively working on and addressing some of the same issues which Illinois Attorney General Ryan has raised. Would he and his constituents have contacted either the manufacturers' association (the IDSA - Interactive Digital Software Association) or us, we would have told him that he is missing some pertinent facts in his investigation. Namely, that we, as an industry, have taken some broad steps in the recent past to try an resolve the ratings issue, but these measures pale in comparison to what we are working on this year. We will continue to work with the IDSA and State and Federal bodies interested in this issue, as we have since our recent founding, but Mr. Ryan needs to understand that incomplete government reports help neither the cause nor the quick means to a solution." **GW**

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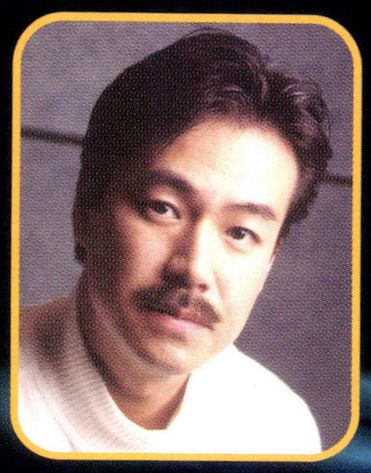
Hosted by
Martin Short



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Dinner at E3 to Benefit Children's Charities

By Andy Eddy

A volunteer group called Games for Good has announced that it will be holding a dinner and silent auction to aid children's charities during E3.

The group, which is made up of game-industry professionals, will be holding the fete at the Cicada Restaurant, located at 617 S Olive St, in Los Angeles, at 7:00p.m. on May 10. All proceeds from the event—Games for Good hopes to raise over $250,000 from this year's affair—will go "directly to organizations dedicated to enhancing quality of life for children," said a statement from the group.

"We have decided to pull together our resources to create something really good for kids, good for our spirits and good for the games industry," said Lynne Killey, chairperson/organizer of the Games for Good bash. Killey is director of game advertising sales at Snowball.com.

The organization also hopes to have some fun with the event, with plans to award the best costume with the prize of airline tickets to anywhere in the U.S.

The silent auction includes such items as a Sony DVD player; a Sony digital camera; a group of ad pages in *Computer Gaming World*, *Electronic Gaming Monthly* (*EGM*) and *Expert Gamer* magazines; round trip tickets for two anywhere in the U.S. on Southwest Airlines; a Sammy Sosa-autographed baseball; and a football from Super Bowl XXII, signed by game MVP Terrell Davis of the Denver Broncos.

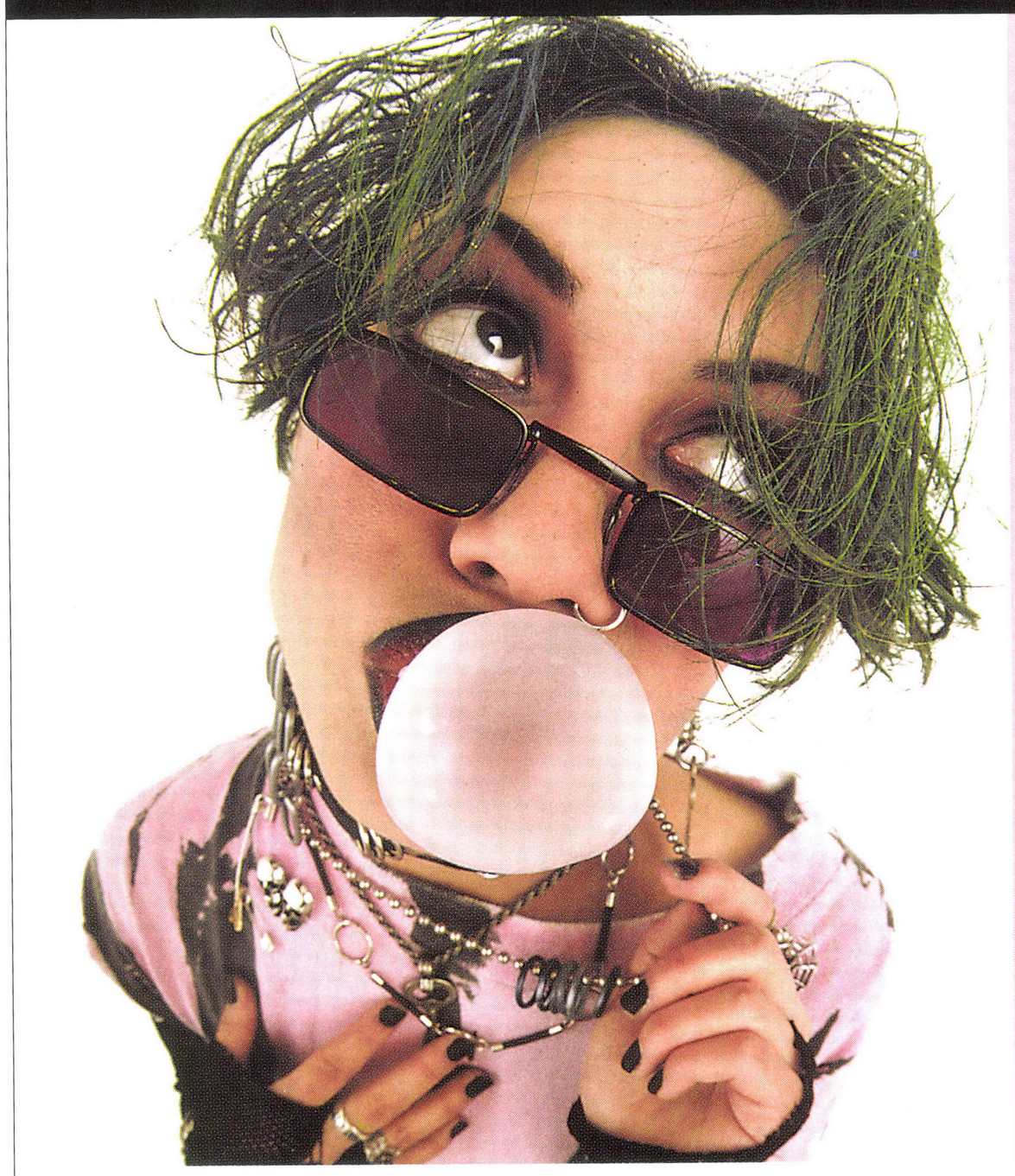
The first Games for Good event was held at the 1998 E3 show in Atlanta, and raised about $150,000. The funds from the inaugural get-together helped the Starbright Foundation, Maitri, St. Anthony's, Toys for Tots and Ronald McDonald House charities.

Sponsors for the event include IGN.com and Snowball.com, with contributions from *Computer Gaming World*, *EGM*, *Eidos*, *Expert Gamer*, Ignited Minds, Linn PR, Midway, Mplayer, Sony Computer Entertainment America, 10th Dimension, Westwood Studios and Yummy.com.

Tickets for the event are $200 per person (with a limit of five), and table sponsorships also available. Those interested in attending should contact Shelley Armitage at 415.254.2601 or by e-mail to shelley@ign.com.

The organizers are also open to those who'd like volunteer to help at the Games for Good dinner. If you're willing to donate your time, contact Killey at 415.776.4454. **GW**

Congratulations!



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Sega Promotes Moore and Others

By Bryan Intihar

Sega of America Dreamcast, Inc. has promoted Peter Moore to president and CEO. Moore was formerly the vice president of marketing for Sega. He will be in charge of directing Sega's console and online gaming businesses in North America, which includes product and business development, marketing, sales, operations and content. Shoichiro Irimajiri, president of Sega Enterprises Ltd., said, "As Sega gears up for a critical year, we know the company will be in good hands with Peter Moore. After we witnessed the incredible launch he orchestrated, and experienced his impeccable leadership skills firsthand, we knew there was no better candidate for the job." Irimajiri is referring to Moore's role in the Dreamcast launch last September, which grossed $97 million in the first day.

In addition, three other employees were promoted at Sega. Shinobu Toyoda was promoted to executive vice president of content strategy; Chris Gilbert to executive vice president of sales, marketing and operations; and Neal Robison to vice president of third party licensing. **GW**

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PRINT REPORT

The Retailers Guide to Game Related Publishing

Sponsored by:
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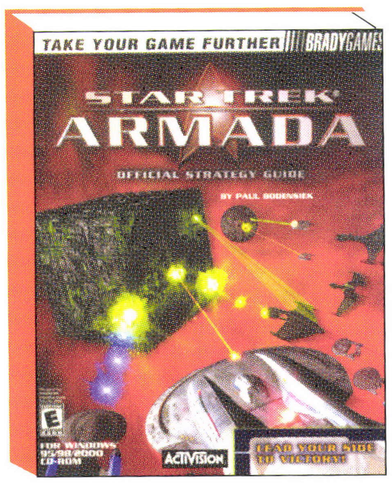
by Bryan Intihar

Official Strategy Guide: Star Trek Armada

Publisher: BradyGAMES
Platform(s) Covered: PC
Availability: Now
Author(s): Paul Bodensiek
Price: $19.99
ISBN: 1-56686-969-2
Website:
www.bradygames.com



As Trekkies flock to their local store for this game, it is probably a good idea to add this strategy guide by Brady to the shopping cart. The guide includes complete walkthroughs of each of the game's 20 missions. It also has a substantial section dedicated to explaining how to create the most powerful fleet of starships. Lastly, there is a section that covers multiplayer action.

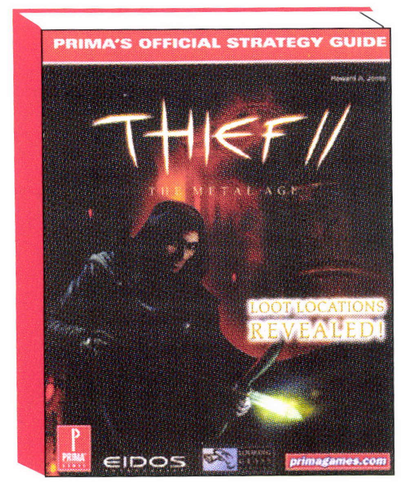
Official Strategies and Secrets: StarLancer

Publisher: Sybex
Platform(s) Covered: PC
Availability: Now
Author(s): Doug Radcliffe
Price: $19.99
ISBN: 0-7821-2663-4
Website:
www.sybexgames.com

Space combat becomes a breeze with the Sybex strategy guide. Sybex meticulously explains all of the game's 24 missions to make the job of a 45th Volunteer Squadron member that much easier. The guide contains stats on every capital ship, fighter unit and weapon, as well as extensive tips for multiplayer and cooperative combat. Also included with the strategy guide is a *StarLancer* poster.

Prima's Official Strategy Guide: Thief II

Publisher: Prima Games
Platform(s) Covered: PC
Availability: Now
Author(s): Howard A. Jones
Price: $19.99
ISBN: 0-7615-2618-8
Website:
www.primagames.com



Not everybody can be a master thief right away, and that's why many of us need the good folks at Prima. The guide reveals the location of every single piece of loot and how to get to it in the quickest and safest manner. Prima also provides information on specific techniques that aid in being a quiet and skillful thief. Enemy and weapon stats are also part of the guide.

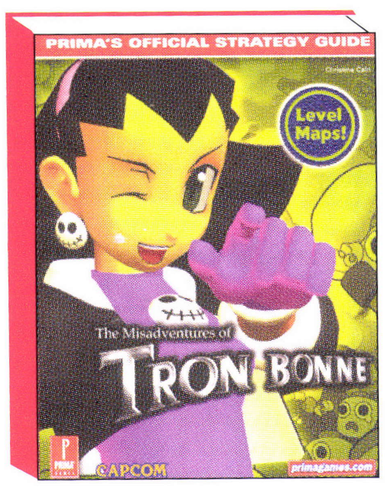
Official Strategies and Secrets: MDK 2

Publisher: Sybex
Platform(s) Covered: Dreamcast, PC
Availability: Now
Author(s): Bart Farkas
Price: $14.99
ISBN: 0-7821-2831-9
Website:
www.sybexgames.com

If the idea of controlling a six-legged robotic dog seems odd to you, let Sybex help out with its strategy guide for *MDK 2*. This book covers both the Dreamcast and PC versions, with complete analysis of every level and puzzle. Each enemy is broken down to show their weak points, and there are complete stats on each of the playable characters. As a special treat, all of the game secrets and Easter Eggs are contained throughout the strategy guide.

Prima's Official Strategy Guide: The Misadventures of Tron Bonne

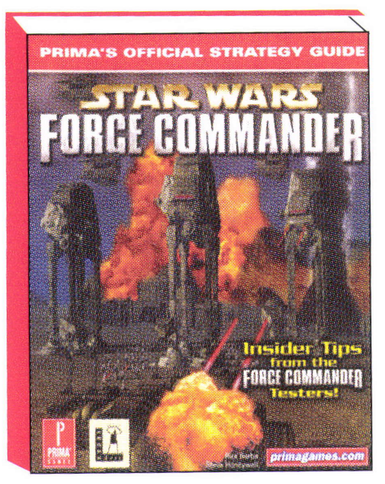
Publisher: Prima Games
Platform(s) Covered: Sony PlayStation
Availability: Now
Author(s): Christine Cain
Price: $14.99
ISBN: 0-7615-2579-3
Website:
www.primagames.com



Prima provides all the helpful hints necessary to make Capcom's latest title a walk in the park. This guide breaks down each mission in a step-by-step fashion to help guarantee success. Also, the stats for each Servbot are provided, so players can make the right decision when choosing who will aid them in their journey. Prima provides instructions on how to control the Gesselschaft and how to sell items, so that players can accumulate the most Zenny.

Prima's Official Strategy Guide: Star Wars Force Commander

Publisher: Prima Games
Platform(s) Covered: PC
Availability: Now
Author(s): Rick Barba, Steve Honeywell
Price: $19.99
ISBN: 0-7615-2194-1
Website:
www.primagames.com



If you are having trouble getting a handle on "The Force," then let Prima lead the way. This strategy guide fully explores every tidbit of the latest Star Wars title. In addition to the usual mission walkthroughs, the guide discusses hints on how to construct the strongest Rebel and Imperial units. And if that wasn't enough, the game's lead tester provides helpful tips throughout the pages of the book in order to ensure gaming success.

GameWEEK Print Report *is an overview of game books that are written for the consumer.* Print Report *is meant to provide current information regarding the book and its potential at the time of its release. It also represents the status of the book's genre and current marketability. While* Print Report *might be critical, it is by no means final judgment on a book and should not be solely used by retailers to base buying decisions on, as the final outcome of a book already previewed here could be completely different at its time of release, if previously unavailable.*

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ACCESSORY MARKET

The Retailers Guide to Game-Related Peripherals

Sponsored by: nYko™ JOYTECH™ USA

by Ben Rinaldi

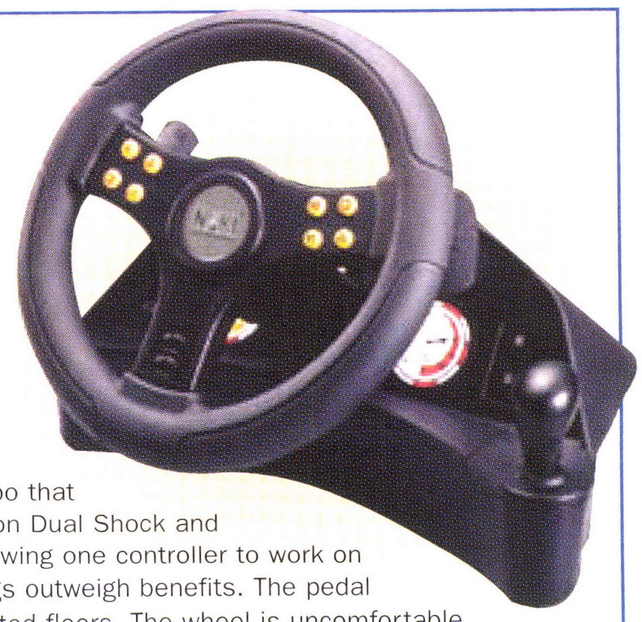
ATP3 Speaker System

Manufacturer: Altec Lansing
Contact: 800.ALTEC.88
www.altecmm.com
System(s): PC
MSRP: $99.99
Availability: Now

Consumers searching for a quality, inexpensive PC speaker system can rest easy because Altec Lansing has the answer with the ATP3 speaker solution. The unit is comprised of a low frequency subwoofer and two satellite speakers with separate volume, bass and treble controls. Going on looks alone, you wouldn't think these highly stylized, yet diminutive speakers could pump out such rich audio, but that's exactly what these little puppies do. ATP3 is a perfect balance of price, looks and performance that should appeal to almost anyone in the market for quality PC speakers.

ThunderWheel

Manufacturer: Naki International
Contact: 818.252.0722
www.nakiusa.com
System(s): PlayStation, Nintendo 64
MSRP: $49.99
Availability: Now



ThunderWheel offers gamers a mid-range, feedback-enabled racing wheel/pedal combo that won't break the bank. It features PlayStation Dual Shock and Nintendo 64 Rumble Pak compatibility, allowing one controller to work on both platforms. Unfortunately, shortcomings outweigh benefits. The pedal assembly is small and light, poor for carpeted floors. The wheel is uncomfortable for lap use, and documentation is lacking. Moreover, the unit's feedback effects are weak and indistinct. It simply doesn't stand up to the competition in performance.

VoicePod

Manufacturer: Altec Lansing
Contact: 800.ALTEC.88
www.altecmm.com
System(s): PC
MSRP: $99.99 • **Availability:** Now

The VoicePod is a versatile add-on voice recorder that can be used in a number of creative and useful ways. The VoicePod uses Altec's patented Clarix audio technology, which the company describes as, "the very best in audio quality through the use of advanced acoustic, electronic and digital signal processing techniques" (whew!). In simpler terms, the VoicePod records crystal clear voice and sound samples so that users can send voice e-mails, add verbal captions to photo files, or even sing musical greetings to friends and family.

Monsoon MH-500

Manufacturer: Sonigistix
Contact: 877.722.8346
www.sonigistix.com
System(s): PC
MSRP: $99.99
Availability: Now

Monsoon's rail-thin MH-500 speakers claim to produce outstanding mid-range effects and clearer stereo separation than some conventional, chunky cabinet speakers, and it succeeds on many levels. Whether you want to listen to music or get loud playing the latest game, the MH-500 excels equally well in both departments. All the explosions, rumbles, and automatic-weapons chatter of games like *Quake III Arena* and *Unreal Tournament* are reproduced with solid thuds and aggressive mids and highs.

GBC FM Radio

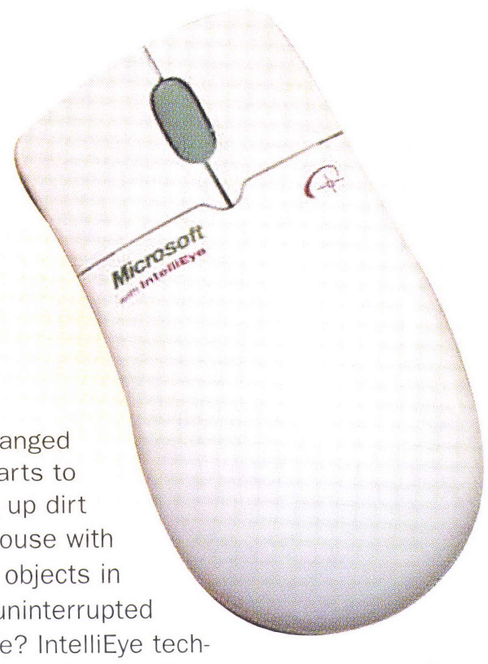
Manufacturer: Ultimate Video Game Accessories
Contact: 905.628.0704
www.ulimatevga.com
System(s): Game Boy Color
MSRP: Undecided
Availability: Q3 2000

Game Boy Color Sold Separately

Here's another innovative gizmo for the mushrooming Game Boy Color accessory market. The FM Radio unit attaches to the GBC's extension port, allowing users to listen to music while playing their games. It also works as a poor man's radio walkman when not using the GBC to play games. We've yet to test the product, so the jury is still out on the unit's sound and reception capabilities. Ultimate VGA has yet to decide on a final price, but the company did say it would fall in the very attractive $10 - $15 price range.

IntelliMouse with IntelliEye

Manufacturer: Microsoft
Contact: 800.426.9400
www.microsoft.com
System(s): PC
MSRP: $54.99
Availability: Now



Computer mice have remained pretty much unchanged since their introduction, employing mechanical parts to translate movement commands—parts that pick up dirt and cause sticking or skipping. Well, the IntelliMouse with IntelliEye does away with all those dirt-collecting objects in favor of an optical sensor. The result? Smooth, uninterrupted and more accurate movement. The only downside? IntelliEye technology continues to track when the mouse is raised. Despite that one flaw, Microsoft still delivers a better mouse, and one that should appeal to almost everyone.

GameWEEK Accessory Market *is an overview of game peripherals for the home videogame and PC market.* Accessory Market *is meant to provide current information regarding the product and its potential at the time of its release. It also represents the status of the product's current marketability.* Accessory Market *is by no means final judgment on a product and should not be solely used by retailers to base buying decisions on.*

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GameWEEK RATING SYSTEM

A One of the best selling products for that platform. Strong marketing and word of mouth complement excellent gameplay and design. A "must have" product.

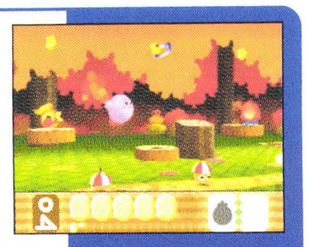
B Great product, but lacking in some areas. Will sell well and bring in the masses, but not to the extent of an "A" title.

C Good product that will sell average in terms of sales, yet not worthy of a "B." Still a solid seller, particularly in niche categories.

D Either unsupported in terms of marketing, severely lacking in quality or both. This product would have benefited from further development.

F Never should have been considered, much less released. A thoroughly unimpressive product that will sell only at a drastically reduced price.

Kirby 64: The Crystal Shards



Publisher Nintendo
Developer Nintendo
Available June 12
Genre Platformer
No. of Players 1-4
MSRP $49.99
Contact Info
www.nintendo.com
213.623.4200

EVERYONE E CONTENT RATED BY ESRB

GW RATING: B

Rundown Nintendo has so many mascots in its arsenal that it's sometimes easy to forget about the little pink powder-puff called Kirby, a character that has appeared on just about every Nintendo platform since the old NES days. The N64 is home to Kirby's newest adventure, *Kirby 64: The Crystal Shards*—a classy looking 2.5D side-scroller. The game's combination of old-school 2D play mechanics and pseudo-3D environments works well, making it a refreshing departure from the horde of 3D games found on N64.

Hype & Marketing *Kirby 64* is backed by print advertising, online promotions and in-store promotional material distributed by the company's merchandising sales force.

Sales Pitch "*Kirby 64* returns to his NES and SNES roots in this deliriously colorful side-scroller."

Competition The N64 isn't exactly known for having an overabundance of 2D games, so *Kirby* should see little in terms of competition.

BOTTOM LINE
As sad as this may sound, many of today's consumers detest any game that's not fully 3D. Despite that, enough people will recognize the name to make Kirby 64 a solid sales performer.
—Ben Rinaldi

Test Drive Le Mans

Publisher Infogrames
Developer Eutechnyx
Available May 2000
Genre Racing
No. of Players 1-2
MSRP $29.99
Contact Info
408.985.1700
www.us.infogrames.com
Other Memory Card recommended

EVERYONE E CONTENT RATED BY ESRB

GW RATING: B-

Rundown Infogrames adds to its wide array of racing simulations with *Test Drive Le Mans*. This game features three different Game Modes, three classes of cars, eight Le Mans circuit tracks and 21 different racing teams. The game excels by having super-fast gameplay, unique car designs, an informative race announcer and the option to make car adjustments. The weak points of *Le Mans* lie in its lackluster musical score and control that can be agitating at times.

Hype & Marketing Print ads in *PS Extreme*, *OPM* and *EGM*. In addition, an inside cover ad in *PSM* and inside back cover of *Expert Gamer*.

Sales Pitch "This is a must game for gear heads who like to tinker with and check out cool looking cars."

Competition Sony's *Gran Turismo 2* will provide the most competition, due to its numerous in-game options and massive popularity.

BOTTOM LINE
Le Mans is a great addition to the Test Drive series. The marketing campaign and affordable MSRP are the keys to this title's sales potential.
—Bryan Intihar

Microsoft Internet Keyboard Pro

Publisher Microsoft
Developer Microsoft
Available Now
MSRP $74.95
Contact Info
www.microsoft.com
800.426.9400
Other PS/2 and USB Compatible

PC GW RATING: B+

Rundown Gamers in the market for a new keyboard should give the Microsoft Internet Keyboard Pro a serious look. Besides being a solid keyboard, this new offering provides 2 on-board USB ports for quick, easily accessible plug-and-play hot-swapping of controllers and other USB devices. Plus, it provides 19 hot keys, including one-touch buttons for e-mail, Web and multimedia functions, as well as two user-customizable keys.

Hype & Marketing As is Microsoft's practice, it doesn't readily divulge marketing plans. Nevertheless, you'll find its latest keyboard at most retail outlets carrying MS products and at Microsoft's online store.

Sales Pitch "If you're looking for an Internet keyboard that also serves as a USB hub, the Microsoft Internet Keyboard Pro will provide just the right touch."

Competition Several "Internet" keyboards are available on the market, but the chief competition to Microsoft's offering is Logitech's cordless and corded Internet Keyboards.

BOTTOM LINE
Providing additional user programmable key functions would make this keyboard perfect. As it stands, it's still one solid, value-added offering well worth the investment.
—Chuck Miller

Video Challenger

Publisher Pelican Accessories
Developer Pelican Accessories
Available Now
MSRP $49.99
Contact Info
www.pelicanacc.com
323.234.9911

GW RATING: C

Rundown A technological throwback to Nintendo's original NES with games like *Duck Hunt* and *Hogan's Alley*, Pelican's Video Challenger is by no means a cutting-edge game system. Still, that isn't necessarily bad. The 13 included games are fun, and a few are even educational. Plus, up to six players are supported (by sharing its two laser guns), with three skill levels available.

Hype & Marketing The VC was shown at CES, VSDA and Toy Fair with Q4 ads planned for all major consumer and trade publications. It's presently available in most major retailers.

Sales Pitch "If you want an 'extra' game system for the kids that's portable and won't break the bank, the Video Challenger offers NES-quality gaming that's plug-and-play but not much else."

Competition As a stand-alone, gun-based game system, it really has no direct competition. However, the gameplay and graphics are reminiscent of the old NES shooting games.

BOTTOM LINE
While it certainly won't compete with the quality of games on any current system, the Video Challenger does have its place as simple, inexpensive entertainment.
—Chuck Miller

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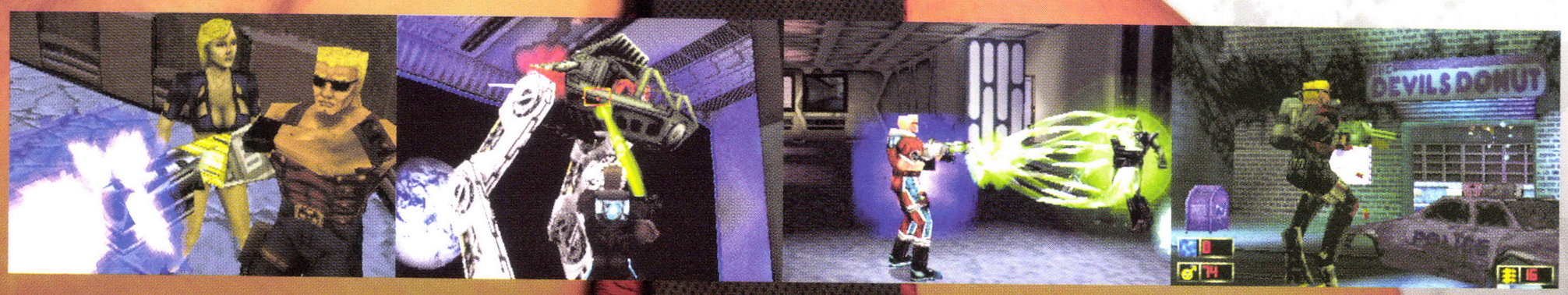

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MATURE M CONTENT RATED BY ESRB

Animated Violence
Animated Blood and Gore
Strong Sexual Context

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GT Interactive Software
www.gtgames.com

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or The Summer X-Games• A $500

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Economics Behind Funco Buyout

Industry tug-of-war for company, retail scale at stake

By Paul Palumbo

Babbage's Etc. (a wholly-owned unit of Barnes & Noble) and Electronics Boutique are locked in a bidding war for games retailer Funco, Inc., and this war could see the eventual take-out price for Funco go well beyond the original $110 million dollars agreed to by principals for Electronics Boutique and Funco under the initial set of deal points. The definitive agreement between Funco and Electronics Boutique was struck on April 3, but on April 6, Babbage's, Inc. stepped in and countered that earlier offer with an unsolicited bid of $135 million in cash to acquire FuncoLand (*Ed. Note: As of this writing, an EB equivalent counter offer to Babbage's $135 million was proposed. Unconfirmed rumors, from sources at the EB show in Philadelphia on April 19, place the new EB offer closer to $145 million.*). That would value Funco shares (about 6.5 million outstanding on a fully diluted basis) at about $20.77/share, some 18.7% higher than the $17.50/share originally offered by Electronics Boutique.

Funco shares immediately spiked up to over $20/share on the news of a counter offer, in anticipation of a bidding skirmish for the specialty retailer. Barnes & Noble has provided Funco with a letter of agreement stating the offer commitment is open until April 21.

Now that Funco is "in play" as an acquisition target, however, the entrance of yet another bidder could take place, or more likely set the stage for a richer, counter proposal from EB to help sway or convince investors who now see $20.77/share as the minimum floor valuation acceptable for the retailer. One shareholder lawsuit has already been filed against Funco for entering into the EB deal at a lower price.

Barnes & Noble, Babbage's Etc., Electronics Boutique and Funco either declined to comment on the deal and or counter offer, or did not respond to inquiries.

At $20.77/share, Funco is being valued at 1.3x fiscal 2000 revenue (year-ending March 31, 2000), 6.2x cash flow and 14.5x EPS (Earnings Per Share). On a 12-months going forward basis, Funco is being valued at 1.1x revenue, 4.9x cash flow and 10.9x EPS per the Babbage's offer.

For comparison, Electronics Boutique is currently valued publicly at .5x forward revenue (fiscal year ending January 2001), 6x cash flow and 11.8x EPS. Even at the $135 million dollar price, Funco is looking at a take-out price that is at a public discount of 7.6% on EPS and 18.3% on cash flow compared to what investors are paying for EB, based on the current Babbage's offer.

Last year, Barnes & Noble, in a sweetheart deal that raised the ire of some B&N investors who believed the price was too steep, acquired Babbage's Etc. for $229 million (including $10 million payments to be made in 2001 and 2002), valuing the 495-store chain back then at 5.1x forward cash flow. Babbage's has been on a retail roll, and growing at double-digit rates over the past couple of years. B&N chairman and CEO Leonard Riggio purchased the Babbage's retail chain in 1996 for $58.5 million.

RETAIL SCALE

Whatever company eventually winds up with Funco, the combined entity will own some 1,000+ retail storefronts with a specialty in game software (both console and PC) and have tremendous industry scale for a software specialist.

Funco operates 400 retail stores, predominately in strip malls. Moreover, Funco's traditional buying demographic segment is the gamer population interested in previously played game software. Instead of those old games going into a shoe box somewhere in the closet, they are traded in at Funco and then re-sold. It's a nice niche for the company, and a complement to any specialty retailer with primarily first-run product.

As for retail velocity and performance, Babbage's and Software Etc. stores average 1,500 square feet and carry about 900 videogame titles and 1,800 PC-related titles. The company opened up 40 strip center stores in 1999 under the GameStop brand. Babbage's also operates the Gamestop.com website on the Internet, and is an anchor tenant on AOL. Babbage's storefronts average about $678 per square foot of retail shelf space per year (not including GameStop stores), compared to $584 for Funco.

Electronics Boutique has 628 storefronts that average 1,200 square feet of retail space, and each outlet is stocked with about 2,600 SKUs, with 20 new SKUs added per week. Each EB storefront is estimated to average about $1,000 per square foot in retail revenue per year, but that's an average across all stores, including same store and new stores. Plans are to open another 125 EB stores in 2000. FuncoLand has slated additional store openings to hit about 60 by the end of calendar year 2000, bumping its total up to 460.

What both acquiring companies are looking at is putting product in front of game buyers online, in malls and in strip malls. Many gamers don't buy games in malls because there is a perception that prices are in fact higher in those outlets, and the strip center concept has tested very well in market trials. Other retailers like Hollywood Entertainment have been very aggressively testing sales of previously owned games to complement their games rental businesses.

In a year of console transition, gamers are going to be looking for bargains, and trading and buying previously played games is going to be even more popular and a nice cushion for any retailer looking for product balance. That's clear from the acquisition interest in FuncoLand, and great news for shareholders who should be able to sit back and enjoy the ride. **GW**

Fiscal YE March '01

	1997	1998	1999	2000E	2001E
In Millions, except stock price					
Net Sales	120.6	163.3	206.7	264.0	324.7
Cost of Sales	76.1	106.6	138.7	182.2	220.8
Gross Profit	44.4	56.7	68.0	81.8	103.9
Operating Expenses	28.3	33.7	41.8	52.8	64.9
SG&A	8.6	9.5	10.6	14.5	19.5
Amortization of Goodwill	0.0	0.0	0.0	0.0	0.0
Total Operating Expenses	36.9	43.2	52.4	67.3	84.4
Operating Income	7.6	13.4	15.6	14.5	19.5
Depreciation and Amortization	3.3	3.1	3.0	3.0	3.0
Cash Flow@	10.9	16.5	18.6	17.5	22.5
Other Income (expense)	0.0	0.0	0.0	0	0
Interest Income	0.2	0.3	0.4	0.5	0.5
Pre-Tax Income	7.8	13.7	16.0	15.0	20.0
Taxes	2.4	5.4	6.2	5.7	7.6
Net Income	5.4	8.3	9.8	9.3	12.4
Year-End Price/Share	10.00	13.50	24.00	20.77	20.77
Market Capitalization	44.9	64.5	127.0	108.0	110.0
Year-End Rev. Multiple	1.0x	1.1x	1.9x	1.3x	1.1x
Year-End EBITDA Multiple	4.1x	3.9x	6.8x	6.2x	4.9x
Shares Outstanding	6.2	6.6	6.4	6.5	6.5
Earnings Per Share	0.86	1.26	1.54	1.43	1.91
Price/Earnings Ratio	11.6x	10.7x	15.6x	14.5x	10.9x

@ = Earnings before interest, taxes, plus depreciation and amortization.

Source: Analysis of company financial reports and forecasts by Paul A. Palumbo

newsbits

4Kids Nails Int'l Marvel License—Marvel Enterprises, Inc. has entered into a multiyear international licensing agreement with Leisure Concepts, a subsidiary of 4Kids Entertainment, Inc. Under the agreement, Marvel has granted Leisure Concepts international licensing rights to develop new licensing opportunities for such franchises as X-Men classic, Spider-Man classic, The Fantastic Four, Silver Surfer, The Incredible Hulk, Avengers, Captain America, Iron Man and Daredevil.

Study: GamePro Readers Big Buyers—IDG Games Group today announced the results of *GamePro* magazine's annual reader survey, conducted by syndicated researcher, MediaMark Research Inc. (MRI). Among other things, the study claims that each reader spent an average of $558 on console hardware and software, and $560 on PC hardware and software last year. Somehow, using those average spending figures against the magazine's average paid circulation of 515,880 per issue and/or its total audience of three million readers per issue (which includes pass-along), the magazine claims that its readership is responsible for $2 billion in sales (which represents about a quarter of the interactive entertainment industry's total sales, if you use a figure of $8 billion for the industry).

Sega to Cut Costs—According to the *Nihon Kezai Shimbun* in Japan, Sega Enterprises plans to cut costs by more than 30 billion yen (approximately $284 million U.S.) during its current fiscal year ending March 2001, in order to show profits on an operating basis.

Specifically, the company plans to reduce sales promotion expenses for Dreamcast by approximately 37 percent, cut R&D costs by nearly 25 percent, shut down amusement facilities and eliminate 1,000 jobs.

PCXL Goes Bye-Bye—According to sources at Imagine Media, *PC Accelerator* magazine (aka *PCXL*) will cease to exist as a print magazine following its June 2000 issue. Reasons cited include "a dwindling PC game market and diminishing ad sales." *PCXL* content, such as its Babe-O-Rama, will most likely live on in Web format at Daily Radar. *PCXL* subscriptions will most likely be switched to sister publication *PC Gamer* subscriptions.

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RELEASE SCHEDULE

macintosh

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alien vs. Predator	Fox Interact.	TBA	Q2
Anachronox	Ion Storm	TBA	Q4
Asteroids	GT Interactive	TBA	5/00
Baldur's Gate	Graph. Sim.	TBA	5/00
Black and White	Lionhead	TBA	Q4
Cartoon Combat	Creative Edge	TBA	Q3
Combat Misson: BO	Big Time Soft.	TBA	Q2
C.o.L: InterLock	Deninet Soft.	TBA	Q4
Daikatana	Ion Storm	TBA	Q4
Deimos Rising	Ambrosia	TBA	Q3
Deus Ex	Ion Storm	TBA	Q4
Diablo II	Blizzard	TBA	Q3
Dragon's Lair 3D	Blue Byte	TBA	Q4
Driver	GT Interactive	TBA	6/00
Eternal War	Past Tree, Inc.	TBA	Q2
Experience	The Whole Exp.	TBA	Q4
F/A-18 Hornet: Gold	Graphic Sim.	TBA	Q2
Grimoire	Elysium Digital	TBA	Q3
Halo	Bungie Soft.	TBA	Q4
Heart of Darkness	Infogrames	TBA	Q2
Heavy Metal FAKK2	Gathering	TBA	9/00
Heretic II	Logicware	TBA	Q2
Interstate '76	Logicware	TBA	Q2
Monopoly 2	GT Interactive	TBA	Q3
Myst M.E.	Mindscape	3/00	5/00
Neverwinter Nights	Bioware	TBA	Q2
Oni	Bungie	TBA	Q2
Panty Raider	Sim & Shust.	TBA	Q3
Peregrine	Enigma Soft.	TBA	Q4
Pool of Radiance	Mindscape	TBA	Q4
Riddle of the Sphinx	DreamCatcher	TBA	9/00
Scrabble	GT Interactive	TBA	Q2
Screamin' Demons	Parsoft	TBA	Q4
Shadowbane	Wolfpack	TBA	Q3
SkyFighters 2000	Bullseye Soft.	TBA	Q2
Silver	Infogrames	TBA	Q3
Terminus	Interplay	TBA	6/00
Traitor's Gate	Dreamcatcher	TBA	5/00
Warcraft III	Blizzard Ent.	TBA	Q4

playstation

Game	Manuf./Publisher	Pre-Book Date	Release Date
Action Man	Hasbro	TBA	9/00
Alone in the Dark 4	Infogrames	TBA	Q4
Animorphs	GT Software	TBA	8/00
Arena Football	Midway	TBA	5/24
Batman Racing	Ubi Soft	TBA	10/00
Baldur's Gate	Interplay	TBA	6/00
Blaster Master Again	Sunsoft	11/99	6/00
Caesar's Palace	Interplay	TBA	5/00
Carmgeddon 2	Interplay	TBA	8/00
Carnivale	Vatical	TBA	6/00
Champ.Motocross	THQ	TBA	Q3
Chrono Cross	Square EA	TBA	8/00
Countdown: Vampires	Bandai	TBA	6/00
Covert Ops: N.D.	Activision	TBA	6/00
Danger Girl	THQ	12/99	6/00
Darkstone	Take-Two	TBA	7/00
Digimon World	Bandai	TBA	5/23
Dragon Valor	Namco	TBA	9/00
Duke Nukem: PotB	GT Interactive	TBA	5/31
Earthworm Jim	Interplay	TBA	7/00
ECW: Anarchy Rulz	Acclaim	TBA	8/00
Evil Dead	THQ	TBA	Q3
Flintstones Bowling	SouthPeak	TBA	10/00
Frogger II	Hasbro	TBA	9/00
Grind Session	SCEA	TBA	5/24
I.F. Bass Hunter	Take-Two	TBA	6/00
Inspector Gadget	Ubi Soft	TBA	9/00
Iron Soldier 3	Vatical	TBA	6/00
ISS Pro-Revolution	Tommo	TBA	5/13
J. McGrath 2000	Acclaim	12/99	7/00
Jungle Book	Ubi Soft	TBA	10/00
Knights of Carnage	THQ	TBA	Q4
Legend of Dragoon	SCEA	TBA	6/14
Legend of Mana	Square EA	TBA	6/00
Leggit	Psygnosis	TBA	Q4
Lunar 2: E.B.	Working Desi.	TBA	7/00
Madden NFL 2001	EA Sports	8/00	9/00
Major League Soc.	Konami	TBA	6/00
M.H. Pro BMX	Activision	TBA	Q3
MediEvil II	SCEA	TBA	5/10
Mike Tyson Boxing	Codemasters	TBA	6/00
MK: Special Forces	Midway	TBA	6/28
Mr. Driller	Namco	TBA	5/00
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	Q2
NBA Live 2001	EA Sports	TBA	Q4
NFL GameDay 2001	989 Sports	8/00	9/00
NASCAR Heat	Hasbro	TBA	10/00
Nightmare Creat. 2	Konami	TBA	5/24
Paper Boy	Midway	TBA	6/00
Polaris Snocross 2000	Vatical	TBA	9/00
Prince of Persia 3D	Mindscape	TBA	Q2
Rampage Th. Time	Midway	TBA	6/00
Rayman 2	Ubi Soft	TBA	10/00
Reel Fishing II	Natsume	TBA	6/00
Re-Volt 2	Acclaim	TBA	8/00
Rhapsody Mus. Ad.	Atlus	TBA	5/00
Rugrats in Paris	THQ	TBA	Q3
Sabotuer	Eidos	TBA	6/00
Shao Lin	THQ	TBA	8/00
Spider-Man	Activision	TBA	Q3
Sydney 2000	Eidos	TBA	8/00
Tenchu 2	Activision	TBA	8/00
Test Drive Cycles	Infogrames	TBA	6/00
Threads of Fate	Square EA	TBA	7/00
Tony Hawk 2	Activision	TBA	9/00
Vagrant Story	Square EA	TBA	5/00
Wacky Races	Infogrames	TBA	6/00
X-Men: Mutant Aca.	Activision	TBA	6/20

pc gaming

Game	Manuf./Publisher	Pre-Book Date	Release Date
Age of Sail II	Talon Soft	TBA	10/00
Alone in the Dark 4	Infogrames	TBA	Q4
Anhachronox	Eidos	TBA	7/16
Arcatera	Ubi Soft	TBA	8/00
B-17 Flying Fortress	Hasbro	TBA	7/00
Baldur's Gate II	Interplay	TBA	9/00
Batman Racing	Ubi Soft	TBA	9/00
Blair Witch 1	Gathering	TBA	8/00
Blair Witch 2	Gathering	TBA	10/00
Blair Witch 3	Gathering	TBA	11/00
Boarder Zone	Infogrames	TBA	Q2
Breakneck	SouthPeak	TBA	6/00
Brunswick F.S. Bowling	THQ	TBA	Q4
Bust-A-Move 4	Interplay	TBA	5/18
Commanche 4	Nova Logic	TBA	6/00
Daikatana	Eidos	TBA	5/00
Dark Reign 2	Activision	TBA	6/00
Diablo II	Blizzard	11/99	6/00
Deep Fighter	Ubi Soft	TBA	6/00
Dogs of War	Talon Soft	TBA	5/00
Dragon Rider	Ubi Soft	TBA	8/00
Dragon's Lair 3D	Blue Byte	TBA	Q4
Dues Ex	Eidos	TBA	7/16
Duke Nukem Forever	GT Interactive	TBA	10/00
Dukes of Hazzard	Southpeak	TBA	10/00
Dungeon Seige	Microsoft	TBA	Q4
Earth 2150	Mindscape	TBA	5/00
Earthworm Jim 3D	Interplay	TBA	6/00
Europe in Flames	Talon Soft	TBA	4/00
Evil Dead	THQ	TBA	10/00
Evolva	Interplay	TBA	5/17
Felony Pursuit	THQ	TBA	7/00
Flash Point	Ubi Soft	TBA	6/00
Gangsters	Talonsoft	TBA	11/00
Giants	Interplay	12/99	10/00
Gothic	Octagon	TBA	6/00
Grand Prix 3	Microprose	TBA	8/00
Ground Control	Sierra	TBA	6/00
Halo	Bungie	TBA	11/00
Heavy Metal: FAKK2	Gathering	TBA	9/00
Heist	Interplay	TBA	11/00
H&D 2	Talon Soft	TBA	11/00
Hired Teams: Trial	Thought Guild	TBA	Q4
Hitman: C.N. 47	Eidos	TBA	8/29
Hostile Waters	Interplay	TBA	10/00
Icewind Dale	Interplay	TBA	6/00
Indy Racing 2000	GT Soft.	TBA	5/00
Jumbo Jack	Sierra	TBA	Q4
Kingdom Under Fire	Gathering	TBA	9/00
KISS: Psycho Circus	Gathering	TBA	6/00
Leg. of Blademast.	Ripcord	TBA	6/00
MDK2	Interplay	TBA	5/00
MTV Music Gen.	Codemasters	TBA	5/00
MTV: Skateboarding	THQ	TBA	Q2
Martian Gothic: Uni.	Talon Soft	TBA	4/30
Max Payne	Gathering	TBA	11/00
Metal Fatigue	Psygnosis	TBA	5/24
Might & Magic VIII	3DO	TBA	Q2
Mike Tyson Boxing	Codemasters	TBA	5/00
Millionaire 2	Disney	TBA	5/00
Motocross Madness 2	Microsoft	TBA	5/00
NASCAR Heat	Microprose	TBA	8/00
Oni	Bungie	TBA	9/00
Panty Raider	Sim.&Shust.	TBA	5/19
PGA Golf 2000	Sierra	TBA	5/00
Pod Racing 2	Ubi Soft	TBA	9/00
PoR: Ruins of Myth	Mindscape	TBA	Q4
Quake III Miss. Pk.	Activision	TBA	6/00
Relic Hunter	Octagon	TBA	Q4
Riddle of the Sphinx	Dreamcatcher	TBA	9/15
Road to Moscow	I-magic	TBA	3/00
Rune	Gathering	TBA	8/00
Second Genesis	Epic Games	TBA	Q3
Settlers III: U.C.	Blue Byte	TBA	Q2
Shadow Company 2	Ubi Soft	TBA	Q3
Shogun: Total War	Electronic Arts	TBA	5/00
Silent Hunter 2	Mindscape	TBA	8/00
Skip Barber Racing	Bethesda	TBA	9/00
SoulBringer	Interplay	TBA	6/00
Squad Leader	Microprose	TBA	9/00
Starship Troopers	Microprose	TBA	8/00
Star Trek Conquest	Activision	TBA	6/00
Star Trek DS9:Fallen	Sim. & Schust.	TBA	9/00
Star Trek Dominion Wars	Sim. & Schust.	TBA	Q4
Star Trek Elite Force	Activision	TBA	June
Star Trek New Worlds	Interplay	TBA	8/00
Star Wars Obi-Wan	LucasArts	TBA	Q4
Star Wars Online	LucasArts	TBA	TBA/01
Stonekeep 2	Interplay	TBA	6/01
Swat 3: SE	Sierra	TBA	8/00
Sudden Strike	Eidos	TBA	7/00
Summoner	THQ	TBA	11/00
Suzuki 2000	Ubi Soft	TBA	6/00
Tank Platoon	Microprose	TBA	9/00
Terminus	Interplay	TBA	6/00
Test Drive Rally	Infogrames	TBA	6/15
The Dead Planet	Active Prod.	TBA	Q3
The Settlers IV	Blue Byte	TBA	Q4
Tribes II	Sierra	TBA	Q2
Trophy Bass 4	Sierra	TBA	Q2
Vampire	Activision	TBA	6/00
WWF Online	THQ	TBA	TBA
Wacky Races	Infogrames	TBA	Q2
Wallstreet Tycoon	Ubi Soft	TBA	5/00
Warcraft III	Blizzard	TBA	Q4
Warlords Battlecry	Broderbund	TBA	6/00
Werewolf the Apoc.	ASC Games	TBA	6/00
Wild Metal	Rockstar	TBA	6/15
X-Com Alliance	Microprose	TBA	10/00

GAME BOY COLOR gameboy color

Game	Manuf./Publisher	Pre-Book Date	Release Date
1942	Capcom	TBA	5/00
2001 Tunes	Infogrames	TBA	6/00
Alice in Wonderland	Nintendo	TBA	12/00
Alert	Infogrames	TBA	Q3
Armada S.W.	Metro 3D	TBA	5/00
Austin Powers 2	Take 2	TBA	6/00
Barbie Fashion Pack	Mattel	TBA	7/00
Batman Racing	Ubi Soft	TBA	10/00
Boom Box Boy	Electro	TBA	5/00
Bomberman Max	Vatical	TBA	5/00
Brunswick ProPool	Vatical	TBA	10/00
Carnivale	Vatical	TBA	7/00
Champ. Motocross 2	THQ	TBA	Q3
Croc	Fox Interact.	TBA	5/00
Dark Angel	Metro 3D	TBA	6/17
Dinosaur	Ubi Soft	TBA	5/00
Disney Racing Tour	Eidos	TBA	6/00
Donkey Kong	Nintendo	TBA	8/00
Doug: Quailman	Infogrames	TBA	6/00
Dragon Tales	Mattel	TBA	8/00
Driver	GT Interact.	TBA	5/00
International Rally	Konami	TBA	5/00
KISS: Psycho Circus	Take 2	TBA	6/00
Little Mermaid 2	Nintendo	TBA	Q4
Lemmings Rev.	Take 2	TBA	6/00
Lord Baniff's Deceit	Vatical	TBA	6/00
Magical Drop	ElectroSource	TBA	6/00
Men in Black 2	Crave	TBA	6/00
Micro Machines V3	THQ	TBA	6/00
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	6/00
NASCAR 2000	THQ	TBA	5/00
NBA Live 2000	THQ	TBA	6/00
Perfect Dark	Nintendo	TBA	6/12
Pokémon Attack	Nintendo	TBA	7/00
Pokémon Gold/Silver	Nintendo	TBA	9/16
Power Rangers: LR	THQ	TBA	Q3
Pro Pool	Codmasters	TBA	6/00
Puzzle Collection	ElectroSource	TBA	6/00
Ronaldo V-Soccer	GT Software	TBA	5/00
Rugrats in Paris	THQ	TBA	Q3
San Francisco Rush	Midway	TBA	Q2
S.S. Golf Robot	Crave	TBA	5/00
Space Battle	Konami	TBA	6/00
Test Drive Cycles	Infogrames	TBA	6/00
T-Tex	Eidos	TBA	6/00
Titus the Fox	Interplay	TBA	5/00
Toca Tour Raing	Southpeak	TBA	6/00
Tom and Jerry	Mattel	TBA	6/00
Tomb Raider	Eidos	TBA	5/00
Tony Hawk 2	Activision	TBA	9/00
Toobin	Midway	TBA	5/00
Toonsylvania	Ubi Soft	TBA	5/00
VR Powerboat	Vatical	3/00	9/00
Wacky Races	Infogrames	TBA	5/00
Walt Disney Racing	Eidos	TBA	6/00
Wario Land 3	Nintendo	TBA	5/31
WCW Mayhem	EA	TBA	5/11
Xena	Titus	TBA	7/00
Zelda Tri-Force	Nintendo	TBA	Q3

nintendo 64

Game	Manuf./Publisher	Pre-Book Date	Release Date
Aidyn Chronicles	THQ	TBA	Q2
Army Men: Ari Com.	3DO	TBA	Q2
Army Men: S.H. 2	3DO	TBA	Q4
Banjo Tooie	Nintendo	TBA	7/00
Blues Brothers 2000	Titus	TBA	6/00
Bomberman 2	Vatical	TBA	5/00
Caesar's Palace 64	Crave	TBA	10/00
Conker's B.F.D.	Nintendo	TBA	Q4
Cruis'n Exotica	Midway	TBA	Q4
Daikatana 64	Kemco	TBA	Q2
Die Hard 64	Fox Interact.	TBA	Q4
Dino Planet	Rare	TBA	Q4
Donald Duck	Ubi Soft	TBA	10/00
Eternal Darkness	Nintendo	TBA	Q2
F-1 99	Ubi Soft	TBA	9/00
Fighters Destiny 2	SouthPeak	TBA	6/00
Hercules	Titus	TBA	6/28
Hey You, Pikachu!	Nintendo	TBA	Q4
Int. Track & Field	Konmai	TBA	9/00
Kirby's 64	Nintendo	TBA	6/27
L.T. Duck Dodgers	Infogrames	TBA	6/00
L.T. Space Race	Infogrames	TBA	6/00
L.T. Taz Express	Infogrames	TBA	6/00
Mario Artist	Nintendo	TBA	Q4
Mega Man 64	Capcom	TBA	Q4
Mickey Speedway USA	Nintendo	TBA	Q4
Mia Hamm Soccer	Southpeak	TBA	9/00
Mini Racers	Nintendo	TBA	Q2
Mortal Kombat S.F.	Midway	TBA	6/28
NFL QBC. 2001	Acclaim	TBA	8/00
Nightmare Cr. 2	Activision	TBA	Q2
Ogre Battle 3	Atlus	TBA	8/00
Perfect Dark	Nintendo/Rare	3/00	5/23
PGA European Tour Golf	Infogrames	1/00	6/00
Polaris SnoCross 2000	Vatical	TBA	8/00
Power Rangers: LR	THQ	TBA	Q3
Resident Evil Zero	Capcom	TBA	Q4
Rugrats in Paris	THQ	TBA	Q3
S.F. Rush 2049	Midway	TBA	11/15
Seadoo 2001	Vatical	TBA	8/00
Spider-Man	Activision	TBA	Q3
StarCraft	Nintendo	11/99	6/13
Stunt Racer	Midway	TBA	6/00
Super Bowling	Tommo	TBA	7/00
007:The World is Not Enough	Electronic Arts	TBA	Q4
Tom & Jerry	Mattel	TBA	9/00
Turok 3: S.o.O.	Acclaim	TBA	8/00
VR Powerboat	Vatical	TBA	9/00
Wildwaters	Ubi Soft	TBA	Q2
Winnie the Pooh	Mattel	TBA	11/00
X-Men: Mutant Ac.	Activsion	TBA	8/00
Young Olympians	Sapphire	TBA	Q2
Zelda: M.o.M.	Nintendo	TBA	Q3

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EPISODE ONE: THE QUEST BEGINS

ONE MIST-SHROUDED DAWN IN THE YEAR 1220 A.D., THE NOBLE KNIGHT SIR Q SET FORTH FROM THE ISLE OF AVALON ON A QUEST – TO FIND A PACKAGE WORTHY ENOUGH TO HOLD THE ROYAL DISC, FOR THE DISC WAS TRULY MAGICAL. HIS CRUSADE WOULD LAST FOR MANY YEARS AND TAKE HIM TO MANY LANDS. IN ONE KINGDOM, HE WOULD DO BATTLE WITH THE BLACK KNIGHT OF THE JEWEL BOX WHOSE SHARP SHARDS COULD PIERCE HIS KNIGHTLY ARMOR. IN ANOTHER, HE SLEW THE FIERY PAPERBOARD DRAGON, RESCUING THE COURT MINSTREL FROM ITS FLIMSY FORM. WHERE SO EVER HE RODE ON HIS MIGHTY STEED, SIR Q WOULD BE CHALLENGED TO JOUST WITH ONE DASTARDLY PACKAGE AFTER ANOTHER. LO, HIS QUEST WAS NOT IN VAIN, FOR THERE WOULD BE AN ANSWER OUT THERE...WAITING FOR HIM.

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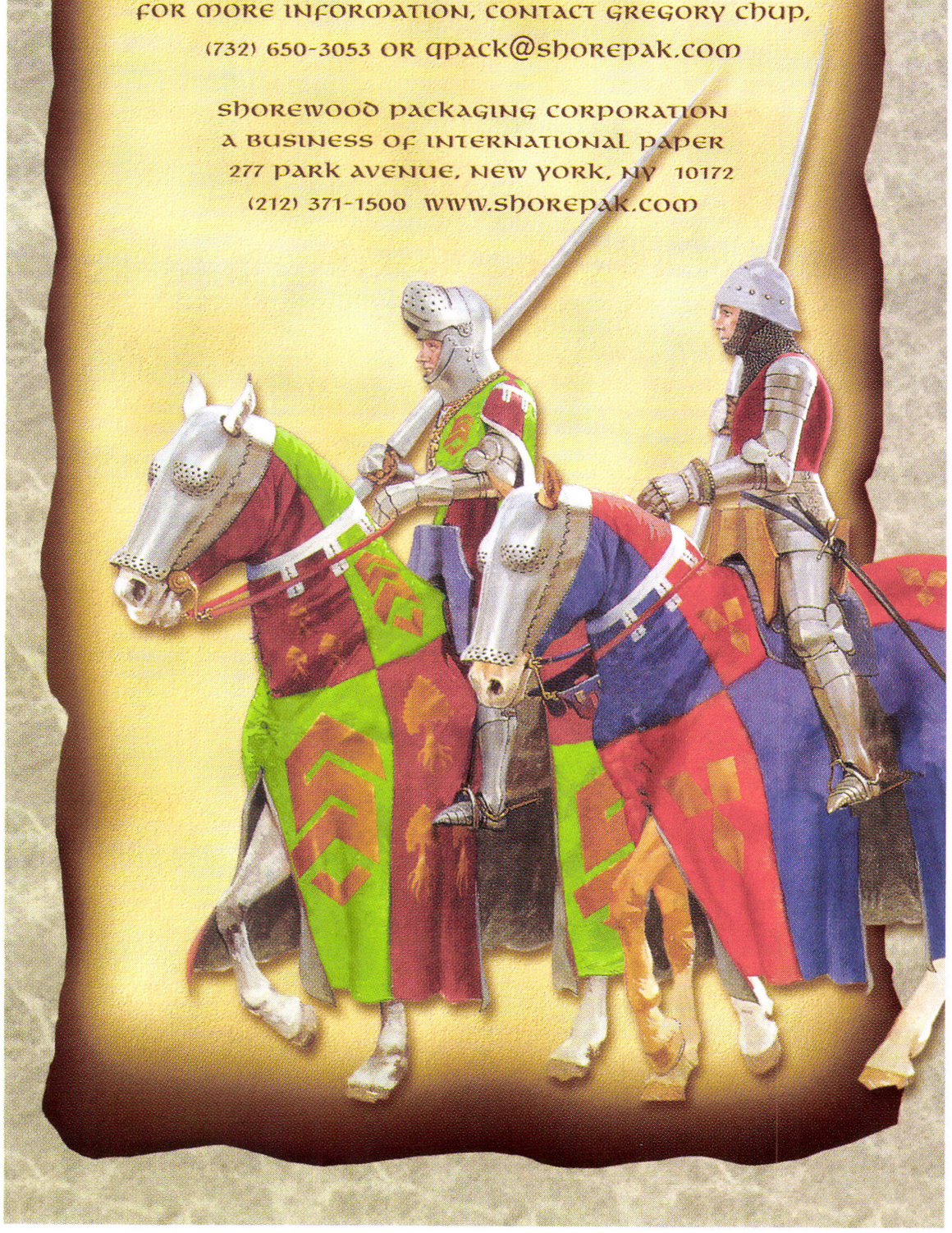

product info

RELEASE SCHEDULE

dreamcast

Game	Manuf./Publisher	Pre-Book Date	Release Date
Armada II	Metro 3D	TBA	8/31
Baldur's Gate	Sega	TBA	Q4
B. Pro Surfer	Mattel	TBA	11/00
Boarder Zone	Infogrames	TBA	Q2
Bust-A-Move	Acclaim	TBA	Q4
Caesar's Palace	Interplay	TBA	5/00
D2	Sega	TBA	8/00
Dark Angel	Metro 3D	TBA	9/00
Deep Fighter	Ubi Soft	TBA	8/00
Demolition Racer	Infogrames	TBA	5/00
Dinosaur	Ubi Soft	TBA	12/00
Draconus: C.O.T.W.	Crave	TBA	5/17
Dragon Rider	Ubi Soft	TBA	9/00
Ecco: Defender of the Future	Sega	TBA	7/00
ECW: Anarch. Rulz	Acclaim	TBA	8/00
ESPN Baseball	Konami	TBA	8/00
ESPN NBA 2Night	Konami	TBA	10/16
Eternal Arcadia	Sega	TBA	Q3
Evil Dead	THQ	TBA	Q3
Evil Twin	Ubi Soft	TBA	11/00
Evolution 2	Ubi Soft	TBA	7/00
4X4 Evolution	G.O.D	TBA	Q3
F355 Challenge	Sega	TBA	Q4
Felony Pursuit	THQ	TBA	Q2
Floigan Brothers	Sega	TBA	Q2
Fur Fighters	Acclaim	TBA	6/00
Galleon	Interplay	TBA	Q2
Gauntlet Legends	Midway	TBA	6/00
Giga Wing	Capcom	TBA	5/00
GorkaMorka	Ripcord	TBA	10/00
Grandia 2	Sega	TBA	Q3
Grand Prix 4	Hasbro	TBA	10/00
Half-Life	Sega	TBA	Q3
Hidden & Dangerous	Take-Two	TBA	6/16
Industrial-Spy	UFO Interact.	TBA	5/29
J. McGrath Supercross 2000	Acclaim	TBA	7/00
Jet Grind Radio	Sega	TBA	Q3
KISS: Psyco Circus	G.O.D	8/99	9/99
L.o. Blademasters	Ripcord	TBA	6/00
Marvel vs. Capcom2	Capcom	TBA	7/00
Max Steel	Mattel	TBA	12/00
Messiah	Interplay	TBA	10/31
Metropolis	Sega	TBA	7/00
Midway Arcade	Midway	TBA	6/00
Monster Breeder	Tommo	TBA	7/00
M.O.U.T. 2025	Ripcord	TBA	11/00
MTV: Skateboarding	THQ	TBA	Q2
NBA 2K1	Sega	TBA	Q4
NFL 2K1	Sega	TBA	Q4
NHL2K1	Sega	9/00	10/00
Peace Makers	Ubi Soft	TBA	9/00
Phantasy Star Online	Sega	TBA	Q4
Playmobil Hype	Ubi Soft	TBA	1/01
Pod 2	Ubi Soft	TBA	10/00
Power Stone 2	Capcom	TBA	TBA
Prince of Persia	Mattel	TBA	11//00
Quake III Arena	Activision	TBA	Q4
Quest of the Blademasters	Ripcord	TBA	11/00
QB Club 2001	Acclaim	TBA	Q4
Railroad Tycoon II	PopTop Software	5/00	6/00
Rainbow Six	Majesco	1/00	5/00
Seaman w/micro.	Sega	TBA	7/00
Sega GT	Sega	TBA	8/00
Seven Mansions	Koei	TBA	Q4
Shenmue Chapter 1	Sega	TBA	10/00
Sierra Sports Game Room	Sierra	10/00	11/00
Silver	Infogrames	TBA	6/00
SNK vs Capcom	Capcom	TBA	TBA
Sonic Adventure 2	Sega	TBA	TBA
South Park Rally	Acclaim	TBA	6/00
Space Channel 5	Sega	TBA	6/00
Spawn: In the Demon's Hand	Capcom	TBA	Q2
Spec Ops: Omega Squad	Ripcord	TBA	6/14
Star Trek: New Worlds	Interplay	TBA	10/00
Striker Pro 2000	Infogrames	1/00	5/00
Stupid Invaders	Ubi Soft	TBA	9/00
Super Magnetic Neo	Crave	TBA	5/00
Sydney 2000	Eidos	TBA	8/00
Tech Romancer	Capcom	TBA	5/00
Tony Hawk's Skater	Crave	TBA	5/24
Toy Story 2	Activision	TBA	6/00
VIP	Ubi Soft	TBA	11/00
Virtual On: Oratorio Tangram	Activision	TBA	6/00
Virtua Tennis	Sega	TBA	7/00
Wacky Races	Infogrames	TBA	6/00
W.S. Baseball 2K1	Sega	TBA	7/00
Vanishing Point	Acclaim	TBA	8/00

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STOCK INDEX

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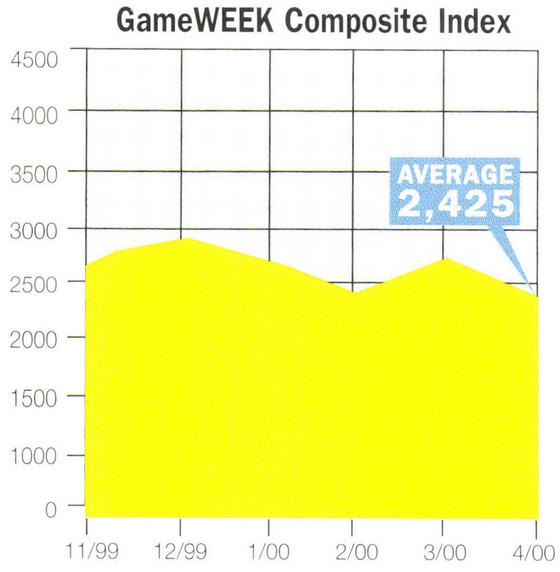
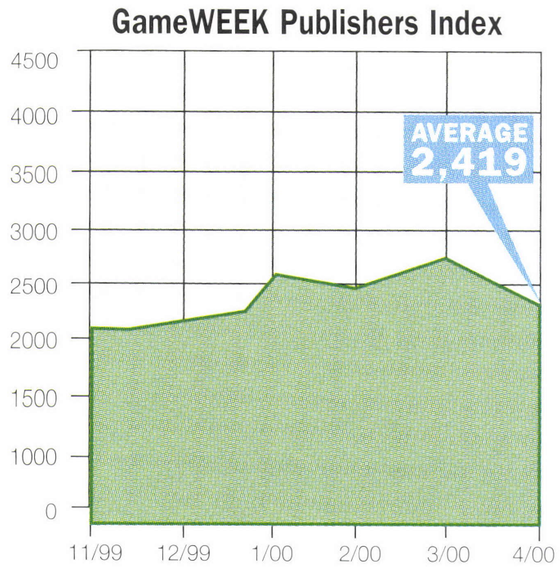
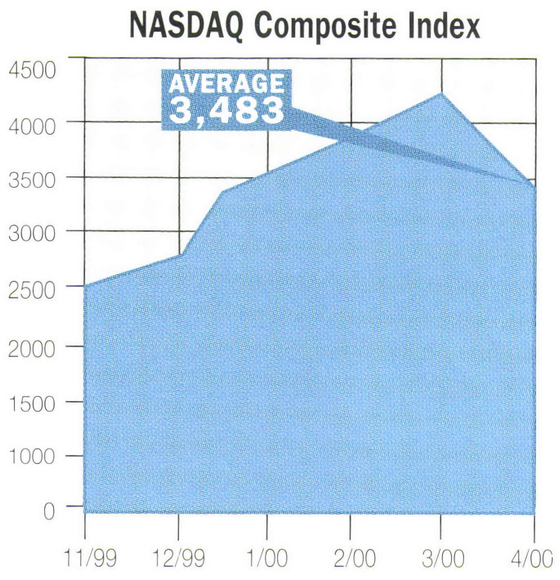
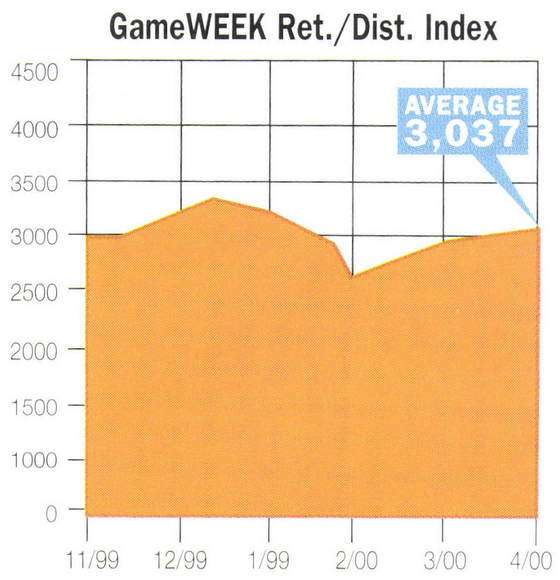
Index Comparisons









Summary of Results

Advances: 44 ***Declines:*** 16 ***Unchanged:*** 0

GAINERS	% CHANGE
Voxware Inc	54.24%
Take Two	21.21%
Navarre	20.51%
Beyond.Com Corp	19.70%
CenterSpan	18.78%

LOSERS	% CHANGE
Ames Stores	-28.32%
GT Interactive	-11.11%
Good Guys	-9.62%
Midway	-8.62%
Radica Information	-5.88%

INDEX COMPARISONS	4.14.00	4.20.00	NET CHANGE	% CHANGE
GameDaily Composite Index	2360.93	2488.56	127.64	5.41%
GameDaily Publishers Index	2354.51	2483.17	128.66	5.46%
GameDaily Retailers/Distributors	2960.47	3113.50	153.04	5.17%
NASDAQ Composite	3321.29	3643.88	322.59	9.71%
Dow Jones Industrial Average	10305.77	10844.05	538.28	5.22%
S&P 500 Stock Index	1356.55	1434.54	77.99	5.75%
Russel 2000	467.81	467.81	0.00	0.00%

Source: CNET Investor (investor.cnet.com) "This information is based on sources believed to be reliable, and while extensive efforts are made to assure its accuracy, no guarantees can be made." CNET Investor assumes no liability for any inaccuracies."

PUBLISHERS AND MANUFACTURERS

EXCH	TICKER	COMPANY	52-WEEK HIGH	52-WEEK LOW	P/E RATIO	4/14/00 CLOSE	4/20/00 CLOSE	% CHANGE IN PERIOD	% CHANGE IN YEAR
NASD	TDDD	3D Labs Inc Ltd	10.50	2.75	-	4.38	4.19	-4.29%	19.64%
NASD	TDFX	3Dfx	23.00	7.50	-	9.25	10.75	16.22%	-14.85%
NASD	THDO	3DO	17.12	4.25	-	6.00	7.13	18.75%	48.05%
NASD	AKLM	Acclaim	9.31	2.18	-	2.59	2.72	4.82%	-77.81%
NASD	ATVI	Activision	18.25	5.87	7.0	6.50	6.69	2.88%	-39.89%
NASD	MIGS	McGlen Internet Group	15.00	1.00	-	1.88	1.81	-3.33%	-12.12%
NYSE	AMD	Advanced Micro Devices Inc	79.25	14.56	54.6	66.00	78.13	18.37%	169.40%
NASD	AAPL	Apple Computer	150.37	33.50	32.2	111.88	118.88	6.26%	190.38%
NYSE	BDE	Brilliant Digital Enmt Inc	14.93	2.50	-	5.00	5.63	12.50%	221.43%
NYSE	CRUS	Cirrus Logic	24.00	6.00	-	13.19	15.38	16.59%	56.69%
NYSE	CPQ	Compaq Comp.	34.00	18.25	80.7	24.13	27.44	13.73%	-34.67%
NASD	CREAF	Creative Labs	38.81	8.87	22.2	22.13	23.06	4.24%	53.75%
NASD	DELL	Dell	59.68	31.37	81.9	47.63	49.94	4.86%	36.46%
NYSE	DIS	Disney	43.62	23.37	86.2	38.88	42.25	8.68%	40.83%
NASD	EIDSY	Eidos Interactive†††	21.00	4.31	26.3	5.13	5.00	-2.44%	-68.87%
NASD	ERTS	Electronic Arts	124.43	45.50	28.5	56.63	58.81	3.86%	4.79%
NASD	GTIS	GT Interactive	5.12	1.56	-	2.25	2.00	-11.11%	-60.00%
AMEX	HAS	Hasbro	37.00	13.75	16.8	15.50	15.63	0.81%	-56.75%
NYSE	HWP	Hewlett Packard	155.50	65.12	43.7	123.00	139.50	13.41%	104.21%
NYSE	IBM	IBM	139.18	81.50	24.9	105.00	104.00	-0.95%	12.81%
NASD	INTC	Intel	145.37	50.12	49.7	110.50	115.38	4.41%	94.62%
NASD	IENTC	Interactive Magic	6.68	0.50	-	1.63	1.66	1.92%	-61.31%
NASD	INGR	Intergraph	10.25	3.18	-	6.63	7.63	15.09%	32.61%
NASD	IPLY	Interplay	4.68	1.56	-	2.63	2.50	-4.76%	40.35%
NASD	LOGIY	Logitech	76.00	12.25	-	50.75	57.00	12.32%	401.10%
NASD	MVSN	Macrovision	94.75	8.25	232.9	41.88	44.25	5.67%	109.47%
NYSE	MAT	Mattel Inc	30.31	8.93	-	11.13	11.38	2.25%	-51.60%
NASD	MSFT	Microsoft	119.93	73.00	49.6	74.13	78.94	6.49%	13.84%
NYSE	MWY	Midway	24.87	6.56	17.0	7.25	6.63	-8.62%	-39.77%
NASD	RCOT	Recoton	17.25	5.43	-	9.38	9.44	0.67%	-47.39%
NASD	EGAM	eGames Inc.	4.50	1.00	26.6	1.13	1.06	-5.56%	-35.85%
NYSE	SIII	S3 Inc	24.81	6.00	-	13.94	14.38	3.14%	95.74%
NYSE	SNE	Sony Corp	314.75	89.25	82.1	233.50	236.50	1.28%	228.47%
NASD	TTWO	Take Two	18.93	6.87	12.3	8.25	10.00	21.21%	21.21%
NASD	THQI	T-HQ	39.25	13.08	10.3	15.50	16.75	8.06%	-40.18%
NASD	CSCC	CenterSpan	35.37	10.12	-	12.31	14.63	18.78%	-8.59%
AMEX	VIA	Viacom	63.31	36.68	100.7	49.25	51.38	4.31%	39.68%
NASD	VOXW	Voxware Inc	13.25	0.56	-	3.69	5.69	54.24%	487.10%

RETAILERS AND DISTRIBUTORS

NASD	AMZN	Amazon.Com Inc	113.00	40.81	-	46.88	52.38	11.73%	-2.18%
NASD	AMES	Ames Stores	48.87	13.62	27.1	24.94	17.88	-28.32%	-33.80%
NYSE	BKS	Barnes & Noble	40.25	16.31	9.8	18.44	17.75	-3.73%	-58.24%
NYSE	BBY	Best Buy	88.87	40.50	48.9	70.13	79.69	13.64%	159.67%
NASD	BYND	Beyond.Com Corp	37.00	1.59	-	2.06	2.47	19.70%	-88.10%
NASD	CDNW	Cdnow Inc	23.26	3.00	-	3.50	3.81	8.93%	-78.82%
NYSE	CC	Circuit City	65.18	29.31	92.7	51.75	56.56	9.30%	126.53%
NASD	COOL	Cyberian Outpost Inc	19.87	3.62	-	4.75	4.63	-2.63%	-83.18%
NASD	DRIV	Digital River Inc	51.37	10.00	-	13.38	14.75	10.28%	-58.45%
NASD	EBAY	eBay Inc	255.00	70.28	-	139.56	150.25	7.66%	24.56%
NASD	ELBO	Electronics Boutique	26.31	12.75	17.4	19.06	19.13	0.33%	-6.13%
NASD	FNCO	Funco Inc	24.62	9.62	15.3	20.63	21.28	3.18%	21.61%
NASD	GGUY	Good Guys	11.00	2.75	-	3.25	2.94	-9.62%	-54.37%
NYSE	KM	K Mart Corp	18.18	7.75	10.8	8.94	8.75	-2.10%	-42.86%
NYSE	MAY	May Dept Stores	45.37	23.75	10.8	28.63	28.00	-2.18%	-30.43%
NASD	NAVR	Navarre	18.62	2.00	-	2.44	2.94	20.51%	-70.81%
NASD	RADA	Radica Information	13.62	3.62	4.4	4.25	4.00	-5.88%	-45.76%
NYSE	S	Sears	53.18	25.25	9.5	36.56	38.63	5.64%	-9.12%
NASD	SPLS	Staples	35.93	16.43	27.0	19.00	18.06	-4.93%	-58.66%
NYSE	TAN	Tandy	79.50	30.09	37.8	51.13	54.06	5.75%	162.52%
NYSE	TOY	Toys R Us	24.75	9.75	12.8	13.88	14.63	5.41%	-13.65%
NYSE	WMT	Walmart	70.25	38.87	46.2	55.06	57.69	4.77%	41.67%

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MARKET TRACKING REPORTS

Information Based Upon NPD Data Recorded April 9–April 15, 2000

Top 10 Videogame Titles

Based on Items Introduced in 2000 Only
Ranked on Units Sold

RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$25
2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
3	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
4	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
5	S.W. EPISODE 1: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
6	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
7	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$50
8	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$41
9	MLB 2001/PSX	989 STUDIOS	MAR '00	$41
10	TONY HAWK'S PRO SKATER/GBC	ACTIVISION	MAR '00	$29

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 PlayStation Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	WWF SMACKDOWN!	THQ	MAR '00	$40
3	2	S.W. EPISODE 1: JEDI KNIGHT	LUCASARTS	APR '00	$41
2	3	SYPHON FILTER 2	989 STUDIOS	MAR '00	$40
6	4	SYPHON FILTER	989 STUDIOS	FEB '99	$20
5	5	TONY HAWK'S PRO SKATER	ACTIVISION	SEP '99	$40
4	6	TRIPLE PLAY 2001	ELECTRONIC ARTS	MAR '00	$41
7	7	MLB 2001	989 STUDIOS	MAR '00	$41
9	8	GRAN TURISMO 2	SONY COMPUTER ENT.	DEC '99	$40
8	9	ARMY MEN 3D	THE 3DO COMPANY	MAR '99	$20
10	10	SPYRO THE DRAGON	SONY COMPUTER ENT.	SEP '98	$20

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Portable Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$25
1	2	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
2	3	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$25
3	4	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
6	5	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30
4	6	TONY HAWK'S PRO SKATER/GBC	ACTIVISION	MAR '00	$29
5	7	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
7	8	WINNIE THE POOH: ADV/GBC	NEWKIDCO	MAR '00	$28
8	9	DISNEY'S TARZAN/GBC	ACTIVISION	JUN '99	$30
9	10	GAME & WATCH GALLERY3/GBC	NINTENDO OF AMERICA	DEC '99	$28

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Nintendo 64 Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON STADIUM	NINTENDO OF AMERICA	MAR '00	$60
2	2	TONY HAWK'S PRO SKATER	ACTIVISION	MAR '00	$51
3	3	MARIO PARTY 2	NINTENDO OF AMERICA	JAN '00	$50
4	4	WWF WRESTLEMANIA 2000	THQ	NOV '99	$60
5	5	NAMCO MUSEUM 64	NAMCO	NOV '99	$30
6	6	ALL STAR BASEBALL2001	ACCLAIM	MAR '00	$51
7	7	SUPER SMASH BROTHERS	NINTENDO OF AMERICA	APR '99	$50
10	8	DONKEY KONG 64	NINTENDO OF AMERICA	NOV '99	$60
8	9	SUPER MARIO 64	NINTENDO OF AMERICA	SEP '96	$40
**	10	ARMY MEN SARGE'S HERO	THE 3DO COMPANY	SEP '99	$40

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Mac Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
3	1	FLY!/(CD MAC)	G.O.D.	SEP '99	$20
2	2	MONOPOLY MULTIMEDIA/(CD MAC)	HASBRO INTERACTIVE	NOV '96	$10
1	3	THEME PARK/(CD MAC)	ELECTRONIC ARTS	***	$10
7	4	S.W. EPISODE 1: RACER/(CD MAC)	LUCASARTS	NOV '99	$41
4	5	UNREAL TOURNAMENT/(CD MAC)	GT INTERACTIVE	JAN '00	$49
6	6	STARCRAFT: BROOD WAR/(CD MAC)	BLIZZARD	JUL '99	$21
8	7	ALPHA CENTAURI/(CD MAC)	ASPYR MEDIA	FEB '00	$50
**	8	SIMCITY 3000/(CD MAC)	MAXIS	JUL '99	$49
5	9	MAC SEVEN PACK/(CD MAC)	SIERRA ON-LINE	DEC '99	$21
9	10	AGE OF EMPIRES/(CD MAC)	MACSOFT	JUN '99	$30

***Not In Top 10 Last Week*
****Released before April 1985*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Dreamcast Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	R.E.: CODE VERONICA	CAPCOM USA	MAR '00	$50
2	2	CRAZY TAXI	SEGA OF AMERICA	FEB '00	$49
3	3	DEAD OR ALIVE 2	TECMO	MAR '00	$45
6	4	S.W. EPISODE 1: RACER	LUCASARTS	MAR '00	$41
7	5	NBA 2K	SEGA OF AMERICA	NOV '99	$44
5	6	TOMB RAIDER: REVELATION	EIDOS INTERACTIVE	MAR '00	$48
9	7	NHL 2K	SEGA OF AMERICA	FEB '00	$50
**	8	SONIC ADVENTURE	SEGA OF AMERICA	SEP '99	$44
8	9	MDK 2	INTERPLAY	MAR '00	$48
**	10	NFL 2K	SEGA OF AMERICA	SEP '99	$44

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

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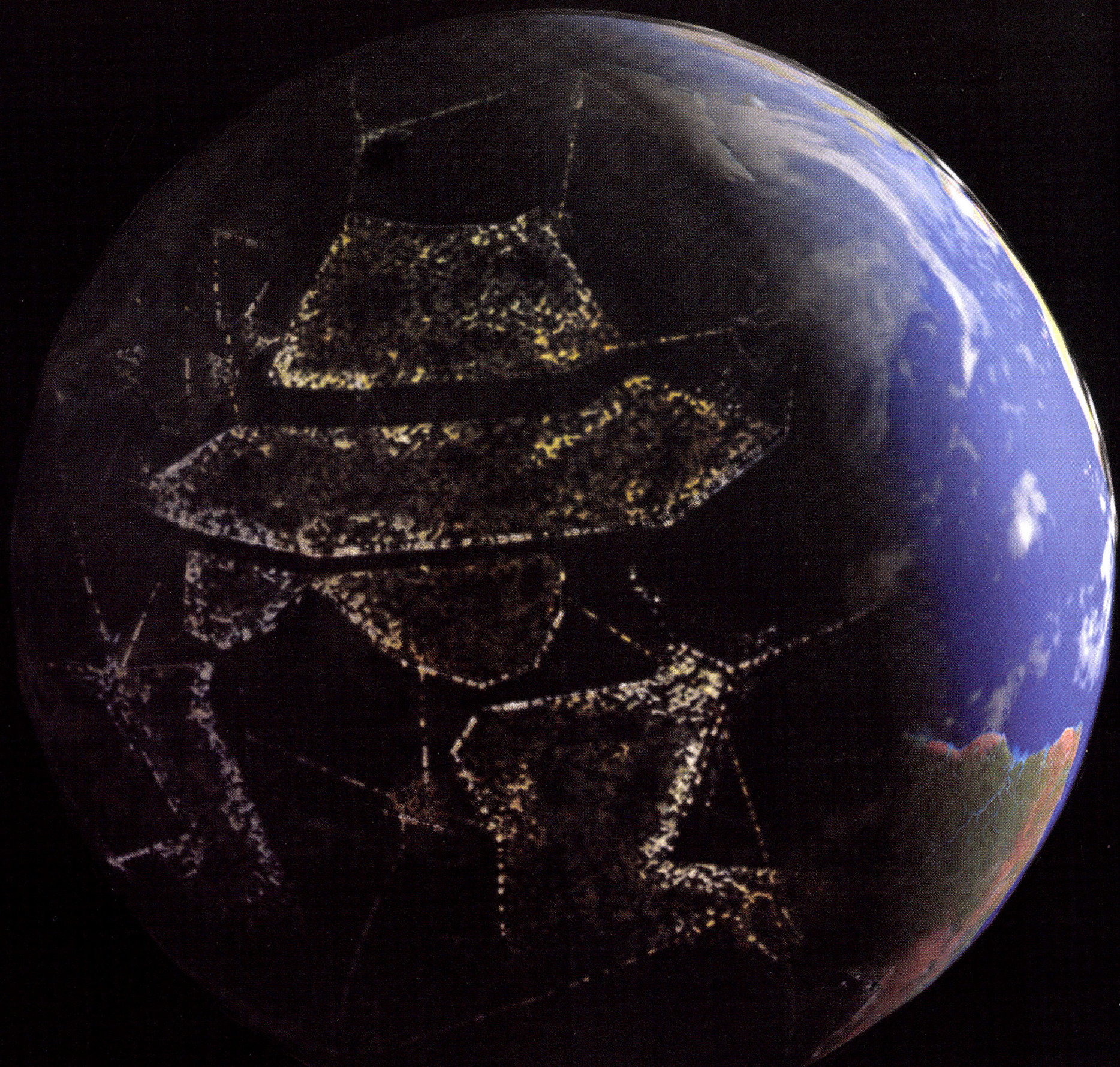

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MARKET TRACKING REPORTS

Top 20 PC Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	THE SIMS/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$42
2	2	WHO WANTS TO BE MIL./(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
3	3	LEGO ISLAND/(CD W95/W98)	MINDSCAPE	SEP '97	$7
**	4	FLY!/(CD W95/W98)	G.O.D.	JUL '99	$20
6	5	R.C. TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$29
5	6	RAINBOW SIX: URBAN OP./(CD W95/98)	RED STORM	APR '00	$21
**	7	SIMCITY 3000/(CD W95/W98)	MAXIS	JAN '99	$37
4	8	SOLDIER OF FORTUNE/(CD W95/W98)	ACTIVISION	MAR '00	$44
**	9	DIGITAL MAKEOVER MAGIC/(CD W95/W98)	LIVE PICTURE	OCT '99	$15
14	10	SIM MANIA PACK/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$13
**	11	SCOOBY DOO: FUN PARK PH./(CD W95/W98)	SOUTHPEAK INTERACTIVE	NOV '99	$11
**	12	POKÉMON STUDIO RED/(CD WIN)	THE LEARNING COMPANY	NOV '99	$12
**	13	POKÉMON STUDIO BLUE/(CD WIN)	THE LEARNING COMPANY	NOV '99	$13
7	14	STAR TREK: ARMADA/(CD W95/W98)	ACTIVISION	MAR '00	$47
**	15	STARCRAFT/(CD W95)	BLIZZARD	DEC '97	$16
11	16	AGE OF EMPIRES II/(CD W95/W98)	MICROSOFT	SEP '99	$43
9	17	R.C. TYCOON: CORK./(CD W95/W98)	HASBRO INTERACTIVE	NOV '99	$20
**	18	WINNIE THE POOH COOLMOUSE COL./(CD W95)	DELTA MILLENIUM	SEP '99	$20
**	19	HALF-LIFE/(CD W95/WNT/W98)	SIERRA ON-LINE	NOV '98	$30
**	20	PBA BOWLING 2/(CD W95/W98)	BETHESDA	FEB '00	$30

***Not In Top 20 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 25 Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$25
1	2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
4	3	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
2	4	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
6	5	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
9	6	S.W. EPISODE 1: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
5	7	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
3	8	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$50
7	9	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$25
12	10	SYPHON FILTER/PSX	989 STUDIOS	FEB '99	$20
8	11	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
11	12	TONY HAWK'S PRO SKATER/PSX	ACTIVISION	SEP '99	$40
10	13	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$41
13	14	MLB 2001/PSX	989 STUDIOS	MAR '00	$41
19	15	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30
16	16	TONY HAWK'S PRO SKATER/GBC	ACTIVISION	MAR '00	$29
17	17	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
15	18	GRAN TURISMO 2/PSX	SONY COMPUTER ENT.	DEC '99	$40
18	19	MARIO PARTY 2/N64	NINTENDO OF AMERICA	JAN '00	$50
14	20	ARMY MEN 3D/PSX	THE 3DO COMPANY	MAR '99	$20
**	21	WINNIE THE POOH: ADV/GBC	NEWKIDCO	MAR '00	$28
21	22	SPYRO THE DRAGON/PSX	SONY COMPUTER ENT.	SEP '98	$20
**	23	NAMCO MUSEUM VOL 1/PSX	NAMCO	AUG '96	$18
24	24	NAMCO MUSEUM VOL 3/PSX	NAMCO	FEB '97	$20
23	25	GRAN TURISMO RACING/PSX	SONY COMPUTER ENT.	MAY '98	$20

***Not In Top 25 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 30 Interactive Entertainment Software Publishers

Based on Units Sold

LAST WEEK	THIS WEEK	PUBLISHER
2	1	NINTENDO OF AMERICA
1	2	ELECTRONIC ARTS
3	3	SONY
4	4	ACTIVISION
5	5	HASBRO
6	6	MATTEL
8	7	HAVAS
7	8	THQ
15	9	LUCASARTS
9	10	GT INTERACTIVE
11	11	ACCLAIM ENT.
13	12	THE 3DO COMPANY
10	13	CAPCOM USA
12	14	EIDOS INTERACTIVE
14	15	MIDWAY
16	16	NAMCO
17	17	DISNEY INTERACTIVE
18	18	MICROSOFT
19	19	SEGA OF AMERICA
23	20	RED STORM
20	21	INFOGRAMES
22	22	FOX INTERACTIVE
24	23	KONAMI OF AMERICA
21	24	INTERPLAY PRODUCTIONS
25	25	EGAMES
**	26	G.O.D.
26	27	TAKE 2 INTERACTIVE
28	28	UBI SOFT
**	29	SOUTHPEAK INTERACTIVE
29	30	CRAVE ENT.

***Not In Top 30 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Videogame Accessories

Ranked on Dollars Sold

LAST WEEK'S RANK	RANK	ACCESSORY/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	VISUAL MEMORY UNIT/DC	SEGA OF AMERICA	SEP '99	$25
3	2	GAME SHARK/PSX	INTERACT ACCESSORIES	JAN '96	$42
2	3	CONTROL PAD/DC	SEGA OF AMERICA	SEP '99	$30
4	4	MEMORY CARD/PSX	SONY COMPUTER ENT.	SEP '95	$15
6	5	RFU ADAPTOR/PSX	INTERACT ACCESSORIES	JUN '97	$13
5	6	RFU ADAPTOR/N64	INTERACT ACCESSORIES	SEP '96	$11
9	7	CLEAR DUAL SH CONTROL/PSX	SONY COMPUTER ENT.	MAR '99	$30
7	8	MEMORY CARD VALUE PK/PSX	INTERACT ACCESSORIES	DEC '95	$10
8	9	DUAL SHOCK CONTROLLER/PSX	SONY COMPUTER ENT.	APR '98	$30
10	10	GAME SHARK/N64	INTERACT ACCESSORIES	AUG '97	$43

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

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MARKET TRACKING REPORTS

Top 20 Edutainment Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
7	1	WINNIE THE POOH KNDG/(CD W95/W98/MAC)	DISNEY INTERACTIVE	AUG '99	$19
2	2	JUMPSTART KINDERGARTEN 2/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	OCT '97	$20
8	3	WINNIE THE POOH PRESCHOOL/(CD W98/MAC)	DISNEY INTERACTIVE	JUL '99	$20
4	4	JUMPSTART TODDLER/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	MAR '96	$20
1	5	JUMPSTART PHONICS/(CD W95/W98/MAC)	KNOWLEDGE ADVENTURE	OCT '99	$17
13	6	WINNIE THE POOH TODDLER/(CD W98/MAC)	DISNEY INTERACTIVE	JUL '99	$20
3	7	JUMPSTART PRESCHOOL/(CD WIN/W95/MAC)	KNOWLEDGE ADVENTURE	MAR '96	$19
10	8	JUMPSTART 2ND GRADE/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	MAR '96	$20
14	9	JS: LEARNING GAMES ABC'S/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	OCT '99	$10
6	10	BLUE'S CLUES TREASURE HUNT/(CD WIN/MAC	HUMONGOUS ENT.	AUG '99	$20
12	11	JS: LEARNING GAMES PHONICS/(CD W95/MAC)	KNOWLEDGE ADVENTURE	NOV '99	$10
17	12	JUMPSTART 3RD GRADE:MYSTERY/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	OCT '96	$19
15	13	FREDDI FISH/(CD WIN/MAC)	HUMONGOUS ENT.	JUL '96	$10
11	14	JUMPSTART 1ST GRADE/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	MAR '96	$15
19	15	SESAME STREET LETTERS/(CD W95)	CREATIVE WONDERS	SEP '95	$10
5	16	LITTLE BEAR RAINY DAY ACTIVITY/(CD WIN)	CREATIVE WONDERS	SEP '99	$17
16	17	WINNIE THE POOH ASB/(CD WIN)	DISNEY INTERACTIVE	SEP '95	$10
18	18	JUMPSTART KINDERGARTEN/(CD WIN/MAC)	KNOWLEDGE ADVENTURE	MAR '96	$10
**	19	PAJAMA SAM 3/(CD W95/W98/MAC)	HUMONGOUS ENT.	APR '00	$24
**	20	LION KING ANIMATED STORYBOOK/(CD WIN)	DISNEY INTERACTIVE	***	$10

Not In Top 20 Last Week • "Released Before April, 1995"*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 20 Interactive Software Titles

Ranked on Units Sold

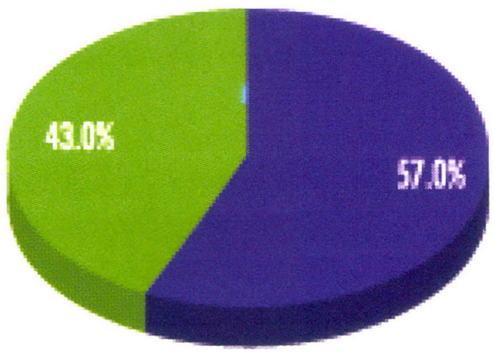
LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$25
1	2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
4	3	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
2	4	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
6	5	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
10	6	S.W. EPISODE 1: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
5	7	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
7	8	THE SIMS/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$42
3	9	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$50
8	10	WHO WANTS TO BE MIL./(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
14	11	SYPHON FILTER/PSX	989 STUDIOS	FEB '99	$20
9	12	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$25
11	13	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
13	14	TONY HAWK'S PRO SKATER/PSX	ACTIVISION	SEP '99	$40
12	15	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$41
15	16	LEGO ISLAND/ (CD W95/W98)	MINDSCAPE	SEP '97	$7
16	17	MLB 2001/PSX	989 STUDIOS	MAR '00	$41
**	18	FLY!/(CD W95/W98)	G.O.D.	JUL '99	$20
24	19	R.C. TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$29
25	20	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30

***Not In Top 20 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Facts to Know About Computer & Videogames

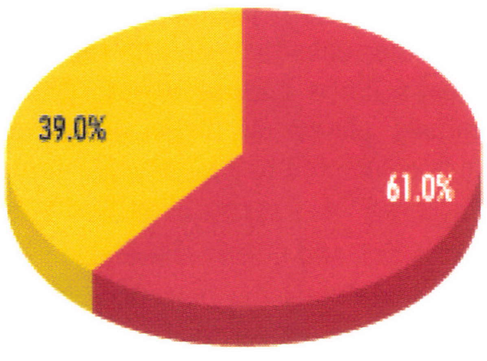
Statistics compiled by Peter D. Hart Research Associates for the IDSA

Computer and Video Game Use by Americans



American Computer and Video Game Use by Gender

43% of Americans who play computer/video games are female and 57% are male.



Computer and Video Game Use by age demographics

61% of gamers are 18 or older

Top 10 Computer Entertainment Software Titles Under $20.00

Ranked on Units Sold

RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	WHO WANTS TO BE MIL./(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
2	LEGO ISLAND/(CD W95/W98)	MINDSCAPE	SEP '97	$7
3	DIGITAL MAKEOVER MAGIC/(CD W95/W98)	LIVE PICTURE	OCT '99	$15
4	SIM MANIA PACK/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$13
5	SCOOBY DOO: FUN PARK PH./(CD W95/W98)	SOUTHPEAK INTERACTIVE	NOV '99	$11
6	POKÉMON STUDIO RED/(CD WIN)	THE LEARNING COMPANY	NOV '99	$12
7	POKÉMON STUDIO BLUE/(CD WIN)	THE LEARNING COMPANY	NOV '99	$13
8	STARCRAFT/(CD W95)	BLIZZARD	DEC '97	$16
9	MS FLIGHT SIMULATOR CLASSIC 98/(CD W95)	MICROSOFT	NOV '99	$13
10	FAMILY 3 PK/(CD W95/W98)	HASBRO INTERACTIVE	DEC '99	$16

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

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GameWEEK Interview

Namco Hometek's

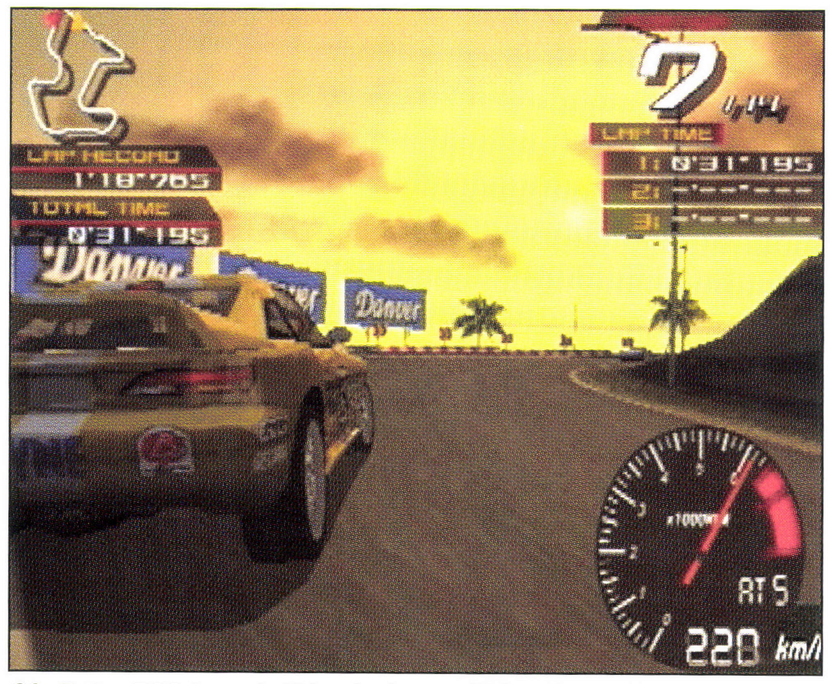
Mike Fischer

Best known for its highly successful Pac-Man franchise, few are aware that Namco owns and operates theme parks and amusement arcades in Japan

By Marc Dultz

Even by today's standards, few companies have the wherewithal or the ability to claim a stake in nearly every segment of the interactive entertainment industry. While most seem to be satisfied with understanding and controlling one area of the business, one company, Namco Hometek, has consistently demonstrated that it can think "outside the box," which has led to the formation of multiple revenue streams and broader fundamental implications.

Recently, *GameWEEK* called upon Mike Fischer, director of marketing at Namco Hometek, to find out how Namco has been successful where others have failed. Responsible for overseeing the Company's consumer marketing department in the U.S. and Canada, and a former Sega employee, both in the U.S. and at its Tokyo headquarters, Fischer provides valuable insight on where the Company has been over the last 30 or so years and where it is now headed.



Of all the PS2 launch titles in Japan,* Ridge Racer 5 *seems to make the most of Sony's impressive processing power.

One of Namco's strengths lies in its ability to maintain diversity between its home and arcade divisions. These two coin-op games are perfect examples of what Namco does to provide unique, away-from-home experiences.* Rapid River *(above) and* Final Furlong *(right) each operate on hydraulics, offering the player something not possible at home.

GameWEEK: *Mike, why do you think Namco has been so successful in the arcades as well as in the home entertainment market?*

Mike Fischer: Namco was an arcade company decades before videogames were even invented. I think this tradition and legacy are two key reasons for Namco's continued success. I think it's fantastic how the same people that created such classics as *Pac-Man* and *Galaga* are still creative forces in the Company. Arcades are still the great testing ground for new game ideas. In fact, people vote with their quarters each and every day. If you look at Namco's best-selling PlayStation titles, you'll find that most of them have their roots in the arcade originals, including such classics as *Tekken*, *Ridge Racer* and *Air/Ace Combat*.

One of the secrets to our success, both in the home and in the arcade space, comes in the form of the liberties we afford our creative staff. Namco's ability to provide its game development teams with the best technology and resources, combined with great creative freedom, enables the U.S. to attract and keep the best talent this industry has to offer. No one committee creates our games. Rather, they are the creative expression of very passionate and exceptionally talented people that are determined to make the best games possible.

GW: *When it comes to increasing sales and improving profitability, where do you see the greatest growth occurring within the home entertainment market?*

MF: Namco's amazing success in the last ten years was in large part due to the Company's decision to focus on the console business—particularly the PlayStation game console. We

Ms. Pac-Man Maze Madness *will be available for both PlayStation and Dreamcast.*

didn't get lost chasing the latest business fads. Rather, we continued to invest in our greatest strength—creating the best videogame content anywhere. I believe that dedicated consoles will continue to be the format of choice for the future, even as these consoles become Internet-connected, multimedia machines.

At the end of the day, it's all about content, and Namco never fails to deliver the goods. Quite simply, we create great games, and no matter what the format or delivery medium, there will always be a demand for great games.

GW: *When Namco rolls out new product, does it first introduce it into the coin-op arcades, and then the home entertainment market, or is it the other way around?*

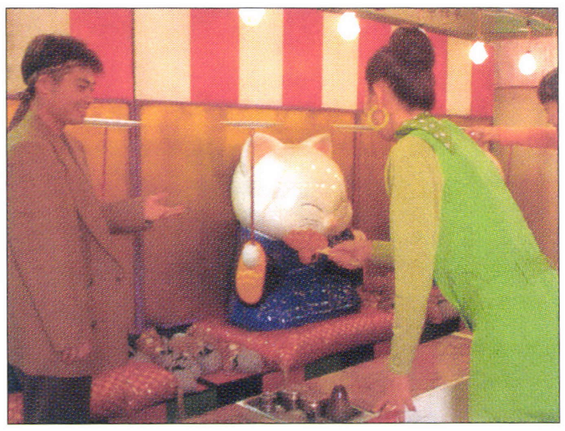
MF: Namco has development teams whose challenge it is to make games that will eventually make their way to the console market. We have also tasked some teams to create unique arcade experiences that can't be duplicated in the home. For instance, Namco's *Rapid River* rafting game is designed to give players an incredibly lifelike experience that can't be replicated on today's home entertainment systems. Essentially, players sit in an actual raft, which is connected to a large video screen and "steered" via a series of motion detectors. This rich and utterly immersive experience couldn't possibly be replicated on a home entertainment system equipped with a handheld controller and a TV screen. On

the other hand, games like *Tekken Tag Tournament* and *Soul Calibur* are actually enhanced with better graphics and new game modes after they make the transition to the console market.

The economics of the chip-manufacturing business used to give a technical advantage to the high-priced, small-lot components, which were expressly developed for the arcade machines. These days, the advantage has swung the other way in favor of mass production. As a result, we are seeing arcade technology, such as Naomi, which is built on a consumer technology platform. While the home systems have made great strides over the last couple of years, there is a physical element to arcade game play that can never be fully reproduced for the home market.

***GW:** Any particular reason why Namco has shied away from the PC gaming business?*

MF: If you look at the PC market today, I think the answer is clear. Even the top-tier companies in the PC field are struggling to turn a profit. For whatever reasons—it probably has a lot to do with the combination of technology and user tastes—the types of games that Namco make tend to do best in the arcade and on the console formats. In the past, I've said that most PC gamers not only dislike console games, they don't even like the people who play them! Traditionally, there has been a distinct difference between the PC and console gaming cultures. These days, however, we are seeing a growth in households that actively play games on both formats. As online accessibility becomes more common, the distinction between PC and console games—as well as their cultural differences—may disappear entirely.



Namco's 12,000 square-meter NamjaTown arcade in the heart of Tokyo.

***GW:** Namco operates a variety of "theme parks" in Japan. How do they differ from traditional theme parks and do you have any plans to build them in the United States?*

MF: I've always been a consumer guy, so this isn't exactly my area of expertise. That said, Namco's parks tend to be smaller than the big "destination parks" such as Disney World or Universal Studios, although they're closer to people's homes and far less expensive to visit even for an entire day. While tourists tend to go to the Disney parks for an extended vacation, people are more apt to go on a date at one of Namco's parks. They also tend to have a lot more interactive amusements vs. the "sit-and-ride" passive attractions found at the traditional theme park.

In terms of expansion, I'm not in a position to discuss our U.S. plans—that area of the business is handled by our sister company, Namco Cybertainment.

***GW:** In addition to theme parks, Namco also manages several different amusement arcade operations across Japan. How large are these arcades and do they feature products from other gaming manufacturers?*

MF: All of Namco's arcades contain games by other manufacturers, not just our own machines. The arcades range in size and scope from very small gaming centers all the way up to the 12,000 square-meter "NamjaTown" arcade, located in the heart of Tokyo.

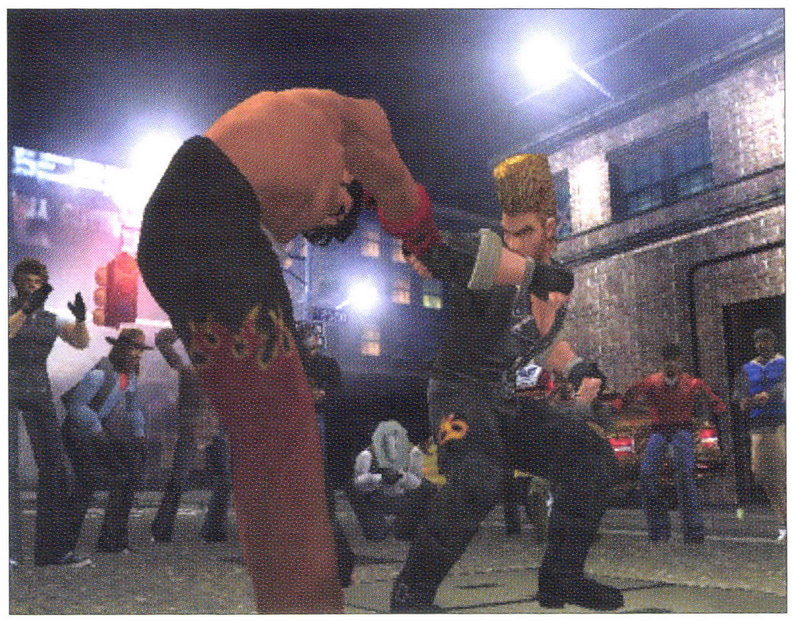
***GW:** Namco is certainly involved in a wide array of game-related activities. With such a diverse distribution strategy, how would you assess the Company's core competency?*

MF: Namco is all about delivering entertainment. The delivery method is secondary to us and will always change, but there will always be a need for high-quality entertainment created with the best technology.

***GW:** Namco is perhaps best known for its highly successful* Pac-Man *brand. Do you have any more plans to resurrect this "graying" franchise?*

MF: 1999 was the year *Pac-Man* really came back! For starters, we re-launched the franchise with a multi-million dollar marketing campaign. We also backed up the campaign with a mainstream public relations push that placed *Pac-Man* stories in magazines from *Time* to *GQ*, and on TV programs as wide-ranging as *CNN/fn* to the *Donnie and Marie Show*!

Pac-Man (and for that matter *Ms. Pac-Man*) games were top-ten sellers among



Last year, Namco put several real-time technical demos together to convey the potential processing power of Sony's PlayStation2 console. With its ultra detailed graphics and dynamic vantage points, many viewed this "PS2* Tekken*" demo (left) as representative of the next evolutionary step in the series. As evidenced by* Tekken Tag Tournament*'s actual release in Japan (below), that was simply not the case. Word has it that the next* Tekken *project will offer true 3D movement as well as increased environmental interaction.

new PlayStation releases (*Pac-Man 20th Anniversary*), *PlayStation Greatest Hits* (*Namco Museum Volumes 1* and *3*), Nintendo 64 (*Namco Museum 64*) and Game Boy Color (*Pac-Man* and *Ms. Pac-Man Special Color Editions*). I doubt that any other videogame franchise can make this claim.

Even today, there is enormous support for *Pac-Man*, and it seems to be evenly split between a younger segment of gamers who love the simplicity and beauty of these timeless classics, and an older segment that is motivated by nostalgia. The *Pac-Man* franchise is timeless. In all likelihood, your grandchildren will be playing *Pac-Man* long after the other franchises have faded into oblivion.

***GW:** What are some of the other products in development at Namco?*

MF: The *Pac-Man* family of games will see some new additions, and Namco will continue to give top-level marketing and sales-channel support to the whole franchise. Of course, Namco will be picking up the mantle of "platform builder" once again with our PlayStation2 lineup. *Tekken Tag Tournament* and *Ridge Racer 5* have already been announced for the Japanese market, so you can expect to see these games and others when the PS2 comes to our shores later this year.

***GW:** What impact, if any, will the growing trend towards convergence have on Namco's marketing and positioning strategy?*

MF: I see two important aspects of convergence that play to Namco's different strengths. First, these new convergence systems will enable the U.S. to reach a much wider audience than would otherwise be the case. Namco's brands, which include *Pac-Man* and *Ms. Pac-Man*, have become cultural icons—everyone knows and loves them. The move towards convergence will let Namco bring products to the massive audience that may not, in the traditional sense, be regarded as diehard gamers.

Second, there's the high-end technology that will be built into these new systems. When it comes to graphics, control and motion, Namco is the hands-down leader. These new technologies will permit the U.S. to continue to build upon our competitive advantage in these and other areas.

***GW:** How does Namco plan to compete in the online-gaming arena and does the Company have any plans to deploy its own gaming network?*

MF: I can't reveal our plans in this area right now. All I can say is that in the world of online gaming, Namco will be a leader.

***GW:** Where do you see the industry headed over the next couple of years?*

MF: I believe that games are finally beginning to receive the respect they deserve, both as a legitimate form of creative expression and as a mainstream pastime. One reason has to do with the fact that several generations of videogame enthusiasts have now come of age, many of which have their own game-playing children. To put it in proper perspective, I think that the game industry will continue to grow and mature as the years go by, much like rock music has evolved from a youth-oriented phenomenon into a foundation of modern culture. I also think that the growth and prosperity our industry has witnessed in recent years is just the tip of the iceberg, and that we'll continue to see new and exciting opportunities emerge well into this decade. **GW**

INDUSTRY INFORMATION

Game Rentals • Calendar of Events • Consumer Pubs

VIDTRAC's Top 25 Renting Games

For the week ending April 16, 2000

Rank	Game Label	Title	Publisher	Street Date	List Price (Equiv.)	Weekly Turns (000)
1	N64	Pokémon Stadium	Nintendo of America	Mar '00	NA	100
2	PSX	Syphon Filter 2	989 Studios	Mar '00	$39.99	57
3	PSX	WWF Smackdown	THQ Inc.	Mar '00	$44.99	45
4	N64	Mario Party 2	Nintendo of America	Jan '00	NA	33
5	N64	Tony Hawk's Pro Skater	Activision	Mar '00	$49.99	33
6	N64	Army Men Sarge's Heroes	3DO Games	Sep '99	$59.99	26
7	N64	WWF Wrestlemania 2000	THQ Inc.	Nov '99	$59.99	25
8	N64	Super Smash Bros.	Nintendo of America	Apr '99	NA	24
9	PSX	Star Wars Episode 1: TPM	LucasArts Entertainment Inc.	Aug '99	$44.99	21
10	PSX	Triple Play 2001	Electronic Arts	Mar '00	$39.99	19
11	N64	All-Star Baseball 2001	Acclaim Entertainment	Mar '00	$49.99	19
12	PSX	MLB 2001	989 Studios	Mar '00	$39.99	19
13	PSX	Tony Hawk's Pro Skater	Activision	Sep '99	$39.99	18
14	PSX	Need For Speed: Porsche Unleashed	Electronic Arts	Mar '00	$44.99	17
15	N64	Rainbow Six: Tom Clancy's	Southpeak Interactive	Nov '99	$49.99	18
16	DC	Resident Evil Code: Veronica	Capcom	Mar '00	$49.99	18
17	N64	Jeremy McGrath Supercross 2000	Acclaim Entertainment	Feb '00	$49.99	15
18	N64	Star Wars Episode 1: Racer	Nintendo of America	May '99	$59.99	15
19	PSX	Dukes Of Hazzard: Racing For Home	Southpeak Interactive	Dec '99	$39.99	14
20	N64	Donkey Kong 64	Nintendo of America	Nov '99	$59.95	12
21	PSX	Driver	GT Interactive	Jun '99	NA	13
22	N64	Tarzan	Activision	Feb '00	NA	12
23	DC	Crazy Taxi	Sega of America	Feb '00	$49.99	13
24	PSX	Medal of Honor	Electronic Arts	Nov '99	$39.99	12
25	PSX	Gran Turismo 2	Sony Computer Entertainment	Dec '99	NA	13

Rental Index shows the relationship of game titles against the top renting title.

Consumer Publications

An Express View of Software Ratings from Leading Consumer Magazines and Websites

TITLE	PUBLISHER/SYSTEM	MAGAZINE	RANK	MAGAZINE	RANK	MAGAZINE	RANK
Colony Wars: Red Sun	Psygnosis/PSX	Gamefan	88/100	Incite Video Gaming	3/5	Videogames.com	7.6/10
ChuChu Rocket	Sega/Dreamcast	Incite Video Gaming	5/5	Videogames.com	8.2/10	IGNDC.com	9.0/10
Medievil II	Sony/PSX	Game Informer	7.75/10	OPM	3.5/5	Incite Video Gaming	4/5
The Sims	Maxis/PC	Computer Games	4.5/5	GameSpot	9.1/10	IGNPC.com	9.5/10
Soldier of Fortune	Activision/PC	Gamecenter.com	8/10	PCGamer.com	1 / 4	GameSpot.com	7.7/10
NHL 2K	Sega/PSX	Incite Video Gaming	4/5	PSM	4/5	OPM	4/5
Sammy Sosa High Heat 2001	3DO/PSX	OPM	2/5	Game Informer	3.75/10	Gamecenter.com	4/10
ECW: Hardcore Revolution	Acclaim/Dreamcast	Game Informer	7.75/10	Incite Video Gaming	3/5	OPM	1.5/5

Calendar of Events

May

11-13 E³
Los Angeles, CA
www.e3expo.com

June

13-15 Licensing Expo International
NYC, NY
www.licensing.org

27-29 PC Expo
NYC, NY
www.pcexpo.com

July

8-10 VSDA
Las Vegas, NV
www.vsda.org

19-21 IEMA Executive Summit
Orlando, FL
www.theiema.com

August

TBD Classic Gaming Expo
www.cgexpo.com

TBD Nintendo Space World
www.nintendo.co.jp

TBD Best Buy Charity Dinner
www.bestbuy.com

TBD Hollywood Video Vendor Meeting
www.hollywoodvideo.com

September

3-5 ECTS, London
www.ects.com

5-8 Retail Vision, Orlando, Florida
www.retailvision.com

12-13 Digital Kids 2000
San Francisco,CA
www.jup.com

14-16 Fun Expo
Las Vegas, NV
www.funexpo.com

26-28 East Coast Video Show
Atlantic City, NJ
www.ecvshow.com

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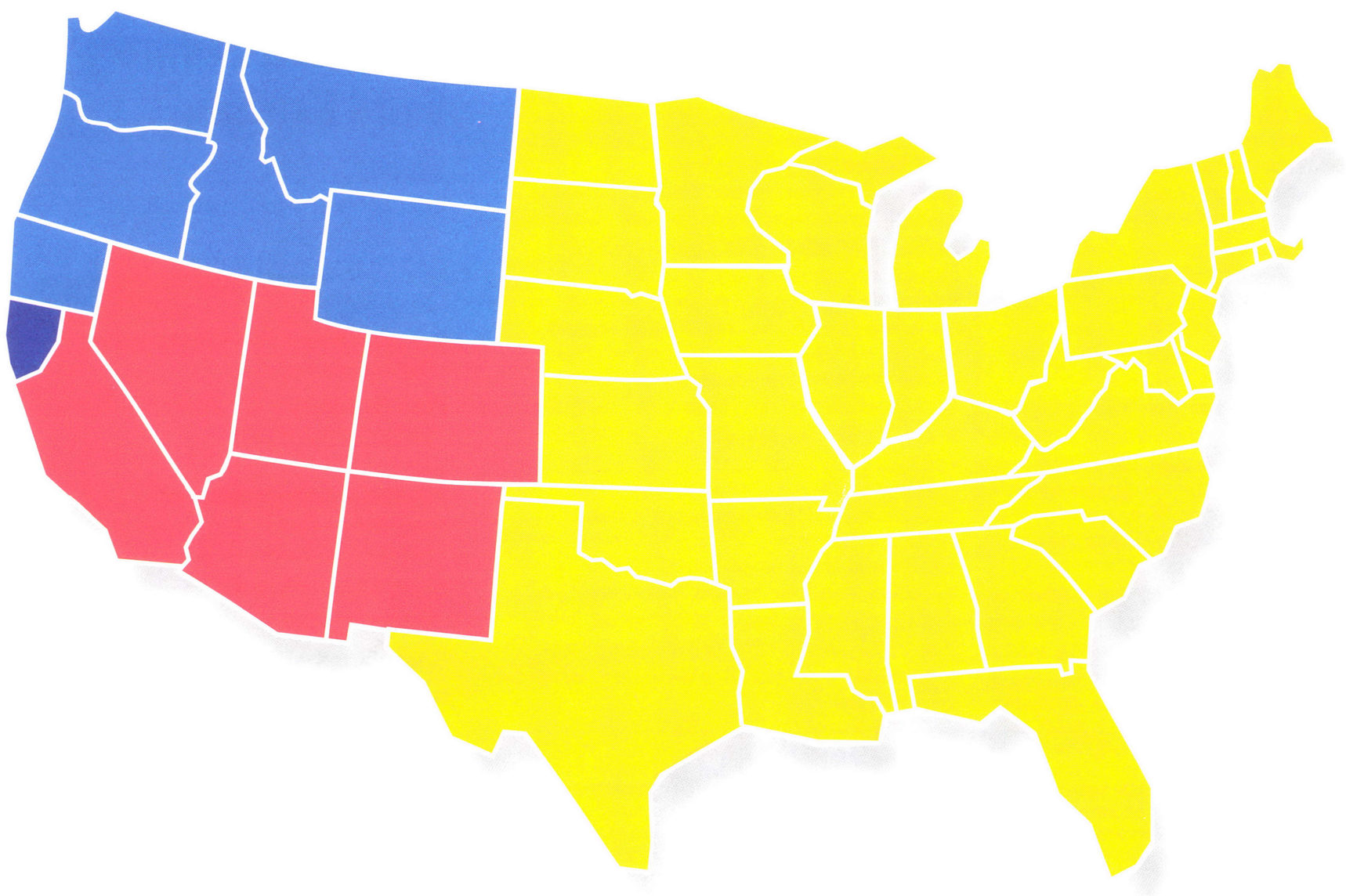

PlayStation Hardware Shortages to End in June

By David Ward

The shortages of PlayStation hardware that have vexed retailers since the beginning of the year should end next month, Sony Computer Entertainment America (SCEA) Sales VP Jack Tretton tells *GameWEEK*.

PlayStation hardware has been in short supply since Sony dropped the price to $99 last summer, but the situation has grown more acute in the last few months. Several sources told us that even major retailers such as Best Buy are now completely sold out of the five-year old system.

Over the short term, PlayStation shortages have primarily benefited Nintendo, which has seen a rise in N64 sales since the introduction of the multi-colored hardware units and the *Pokémon Stadium* bundle. But it has also ended up putting pressure on retail buyers and managers, since their performance is judged by how their sales compare on a month to month basis with last year. Fewer PlayStations to sell means they have to look to other platforms and software to make up the difference. "Retailers are disappointed that they can't get more PlayStation hardware, but unfortunately I can't deliver that until probably June in quantities that are going to make enough difference," Tretton told *GameWEEK*.

As to whether new hardware supplies will be hitting shelves right as demand begins to dip in anticipation of the arrival of PlayStation2, Tretton says, "Right now it's a moot point. Because I don't have the inventory to try to ask a retailer to buy more than maybe they'd be comfortable buying if they were anticipating a dip." He also suggests that pent-up demand over the last few months could more than make up for consumers who hold off purchases in anticipation of the new Sony system.

With demand for PlayStation2 expected to far exceed supply following the fall launch, retailers may again be dependent on the original PlayStation—as well as the N64 and the Sega Dreamcast—to keep many of their consumers happy this holiday. Tretton even suggests that since many homes now have multiple TVs, VCRs and cable boxes, families may decide to buy a second PlayStation for the home as well.

In other news, Tretton says SCEA has been directly supplying online retailer eToys with hardware, software and peripherals since last fall, but adds that the company has not made any decisions on going direct with other "pure-play" e-commerce sites. **GW**

Gates Demonstrates PC Innovations

By Andy Eddy

At the Windows Hardware Engineering Conference (WinHEC) 2000, an annual gathering of 3,000 engineers and product planners from the hardware industry, Bill Gates, chairman and chief software architect of Microsoft Corp., unveiled what he called a "concept PC." The new unit included numerous innovations that he predicted would become standard in the near future and could serve as a platform for new user interfaces and future versions of Windows.

"Very soon, even the most basic PCs will have video cameras, noise-canceling microphones and wireless peripherals," Gates said. "The extraordinary pace of innovation in PCs isn't going to slow down—it's just going to increase. And that's tremendously good news for consumers, whether they're business users or PC gamers."

Shares of Microsoft stock fell 16 percent on April 24 because of the announcement of the court ruling on the possible breakup of the company, but then rebounded the following day, which seems to be helping to buoy the market in general. **GW**

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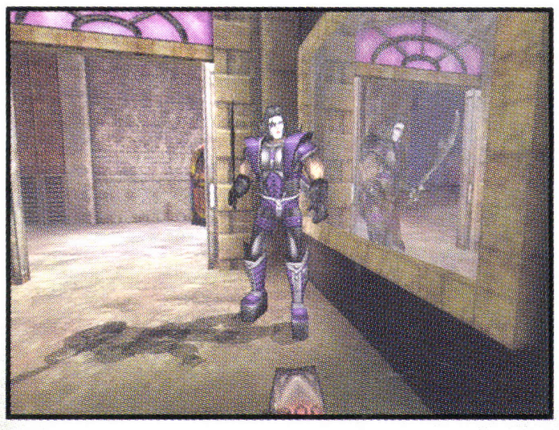
- First-person shooter based on Todd McFarlane's **Psycho Circus** comic book series
- Latest technology lets you battle more onscreen monsters than ever before!
- Fight your way through four different realms and evolve from a mere mortal into a KISS Elder
- Tons of weapons, armor and strategies to help prevent the birth of the Nightmare Child



"YOU WANTED THE BEST AND YOU GOT THE BEST- THE HOTTEST GAME IN THE WORLD: **KISS**!"

-INCITE MAGAZINE

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RATING PENDING RP CONTENT RATED BY ESRB

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KISS PSYCHO CIRCUS THE NIGHTMARE CHILD

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