



PRESS RELEASE

50 Cent Is Back In New Xbox 360® And PLAYSTATION®3 Video Game

Hip-Hop Fans Welcome Long Awaited Sequel to the Multi-Million Unit Selling 50 Cent: Bulletproof

LOS ANGELES (March 27, 2008) – Sierra Entertainment, a division of Vivendi Games, announced today that 50 Cent will reprise his role as video game hero with the upcoming sequel to the hit 2005 PlayStation®2 and Xbox® game with 50 Cent: Blood on the Sand™. 50 Cent and G Unit®'s Lloyd Banks, Tony Yayo and DJ Whoo Kid will star and provide voice and likeness in the upcoming video game this fall on Xbox 360® video game and entertainment system, and PLAYSTATION®3 computer entertainment system.

In this fictional follow-up story to the multi-million unit selling Bulletproof video game, players will be able to play as one of the world's biggest hip-hop stars in an all-out battle to protect 50 Cent's assets and to collect payment from a crooked overlord.

“We are taking this sequel to the next level with exciting combat and gunplay, new original music, great graphics and a new story,” said 50 Cent. “50 Cent: Blood on the Sand will have everything my fans are looking for in a 50 Cent game.”

The 50 Cent: Blood on the Sand video game will feature multi-player drop-in and drop-out co-op, interactive counter-kills, driving, and aerial combat. Following the success of the 2005 Spike TV Video Game Award winner for Best Original Song “We May Be Crazy”, 50 Cent: Blood on the Sand will be packed with more exclusive unreleased music from 50 Cent and G-Unit.

“50 Cent and shooter fans everywhere came out to support 50 Cent in Bulletproof and made it a multi-million unit selling video game,” said Al Simone, senior vice president of Global Marketing for Sierra Entertainment. “Gamers will be excited that 50 Cent: Blood on the Sand will provide the ultimate 50 Cent next-gen game experience.”

The 50 Cent: Blood on the Sand video game is written by Kamran Pasha, Producer of Bionic Woman, and is being developed by Swordfish Studios. For more information, please visit the game’s official website at www.50bloodonthesand.com.

Vivendi Games Mobile is also making 50 Cent: Blood on the Sand available for mobile phones throughout North America and Europe.

About Swordfish Studios

Founded in 2002 Swordfish Studios is one of Europe’s most respected game development studios, awarded ‘Best New UK Studio’ (DEVELOP Industry Excellence Awards) and ‘Best Company’ (TIGA Awards) in 2004. Headquartered in Birmingham U.K. and with a satellite studio in Manchester, the studio has designed and developed many top-selling titles. Swordfish is currently working on 50 Cent: Blood on the Sand and an undisclosed next generation title. For more information, visit www.swordfishstudios.com

About Sierra Entertainment

Sierra Entertainment (www.sierra.com), a global division of Vivendi Games, creates and publishes innovative, high-quality interactive entertainment for videogame systems, handheld gaming devices and personal computers. Sierra Entertainment features a portfolio of titles based on original IP and popular licenses from industry-leading content partners, including F.E.A.R.®, Crash Bandicoot®, Spyro The Dragon®, Scarface™ and Ice Age™. Sierra Entertainment has four integrated internal studios providing creative talents and development capabilities across multiple gaming genres: High Moon Studios in San Diego, CA; Massive Entertainment in Malmö, Sweden; Radical Entertainment in Vancouver, BC; and Swordfish Studios in Birmingham and Manchester, England.

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