

Batman: Arkham Asylum

Eidos Interactive and Warner Bros. Interactive Entertainment are pleased to unveil screenshots from the highly anticipated videogame

Friday 12th September/...Published by Eidos Interactive and developed by Rocksteady Studios, Batman: Arkham Asylum boasts an original story featuring iconic DC Comics' characters Batman, The Joker and Killer Croc amongst others - all completely revisioned by WildStorm.

“Welcome to the Madhouse, Batman”

Upon entering Arkham Asylum, The Joker greets Batman over a loudspeaker and Batman has no choice but to enter into what can only be an ambush. Batman: Arkham Asylum features brutal combat, giant sized boss battles and deadly experiments all within the notorious island prison.

EIDOS, INC. AND WARNER BROS. INTERACTIVE ENTERTAINMENT REVEAL VOICE-OVER TALENT FOR HIGHLY ANTICIPATED BATMAN: ARKHAM ASYLUM VIDEOGAME

Batman: The Animated Series Veterans Kevin Conroy and Mark Hamill Reprise Their Roles as Batman and The Joker in the New Videogame Based on the Blockbuster Franchise



Batman fans around the world will be excited to learn that Mark Hamill of Star Wars fame and leading television and stage actor Kevin Conroy will lend their voices to the Batman: Arkham Asylum videogame, co-published by Eidos, Inc. and Warner Bros. Interactive Entertainment. Known as the voice of BATMAN and BRUCE WAYNE for over fifteen years in various animated films and television series, Kevin Conroy will repeat his role as the CAPED CRUSADER, while Mark Hamill, who is also a veteran of many animated Batman properties, will again star as The Joker in the upcoming action-adventure title.

Featuring an original story penned exclusively for the game by famous Batman author, Batman: The Animated Series writer and five-time Emmy award winner, Paul Dini, Batman: Arkham Asylum, developed by Rocksteady Studios, will launch worldwide on Xbox 360, PLAYSTATION®3 and Windows PC in the Summer of 2009. With intensely realistic graphics and a gothic, moody and extraordinarily detailed setting, Batman: Arkham Asylum offers diverse gameplay options to push the envelope for all action, adventure and superhero games in the future. Batman: Arkham Asylum exposes players to a unique, dark and atmospheric adventure taking them to the depths of the ARKHAM ASYLUM.

EIDOS INTERACTIVE AND WARNER BROS. INTERACTIVE ENTERTAINMENT ANNOUNCE BATMAN: ARKHAM ASYLUM

A Haunting, Action Detective Game For the Xbox 360® Video Game and Entertainment System from Microsoft, PLAYSTATION®3 Computer Entertainment System and Games for Windows London, UK – August 13, 2008 -- Eidos Interactive and Warner Bros.

Interactive Entertainment on behalf of DC Comics announce Batman: Arkham Asylum a dark, action packed videogame adventure for Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Games for Windows in 2009.

In Batman: Arkham Asylum, developed by Rocksteady Studios, the player assumes the role of Batman as he delivers The Joker to Arkham Asylum. There, the imprisoned super-villains have set a trap and an immersive combat gaming experience unfolds. With an original script penned by Emmy Award-winning Batman writer Paul Dini, the game brings the universe of DC Comics' detective to life with stunning graphics.

"In Batman: Arkham Asylum Eidos and Warner Bros. are building a true action adventure game experience worthy of gamers and fans," said Phil Rogers, CEO of Eidos Interactive. "Players become Batman, like he has never been seen before in a video game, as he fights through intense circumstances in Arkham Asylum utilizing his intuitive detective skills and aggressive melee attacks."

"Batman: Arkham Asylum offers players the chance to battle Gotham's worst villains with Batman's physical and psychological strength in a graphically distinct and story-driven game," said Martin Tremblay, President, Warner Bros. Interactive Entertainment. "We look forward to working with Eidos on expanding DC Comics' world-renowned character Batman in the game space with a noticeably different feature set in an incredibly dark interactive environment." Eidos Interactive and Warner Bros. Interactive Entertainment will co-publish Batman: Arkham Asylum in North America, Eidos Interactive will publish the game in all other territories.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at www.dccomics.com

About Eidos Interactive Ltd

Eidos Interactive is the creator of some of the world's leading videogame properties. Eidos Interactive consists of offices across Europe and the US and several development studios including Crystal Dynamics, IO Interactive, Beautiful Game Studios and Eidos Montreal. The Group has a valuable combined portfolio of intellectual property including: Tomb Raider, Hitman, Deus Ex, Championship Manager and Just Cause. Eidos Interactive is part of SCi Entertainment Group Plc (SEG).

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

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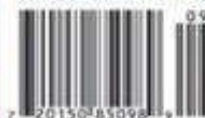
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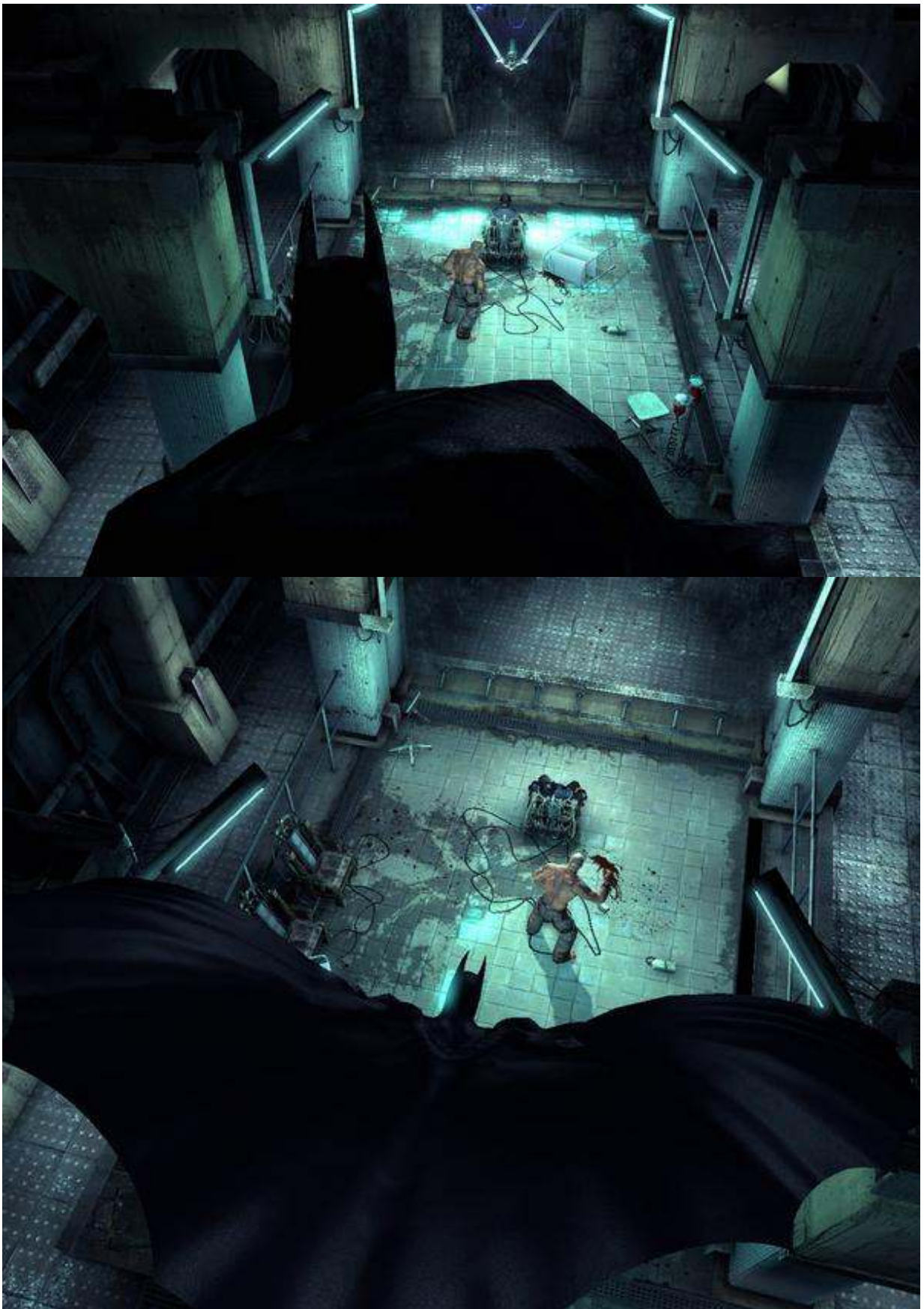


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