



DEEP SILVER

PRESS INFORMATION

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"Live Free or Die Young"

DEEP SILVER ANNOUNCES 'RIDE TO HELL': A BRAND NEW MULTI-PLATFORM GAME FOR INTERNATIONAL RELEASE

Hermosa Beach, CA July 8th, 2008: Global video game developer and publisher Deep Silver today released early details of its very first US bound title '**Ride to Hell**' produced by their internal development studio.

The game is set in the last years of the roaring 1960's, a time of Sex, Drugs and Rock 'N Roll. The biker movement, rock music and the hippie counterculture all add to the fascinating atmosphere to be experienced in '**Ride to Hell**'.

Action loaded from the very start with free roaming environments, players can immerse themselves in the liberty and freedom of riding full throttle with their gang on a multitude of different vehicles through the dusty flats of Western America. Protecting their turf, their brothers and their machines from rival gangs is just a taste of what this epic game will involve.

'**Ride to Hell**' is not for the faint hearted; it's aimed heavily at the player who wants to become fully involved in the original West Coast biker culture. With its hard drinking, bare knuckle environment, this is as close to the action as you can get.

In a movie style production model, the internal Deep Silver studio is teaming up with leading creative companies such as Eutechnyx, Perspective Studios, and others, to bring the authentic and massive game world of '**Ride to Hell**' to life.

"The Deep Silver development team has worked on some of the greatest and grittiest, freeform-style games to ever hit the market," Cathy Tische, Vice President of Sales and Marketing at Deep Silver, Inc. "They are pulling out all the stops to bring the biker gang world alive in *Ride to Hell*, from the 1960s art style, music and scenery to the completely raw and intense game play."

"*Ride to Hell* is one of Deep Silver's largest global multiplatform game launches to date and one that will put Deep Silver on the map in the US," says Hannes Seifert, Managing Director at the Deep Silver development studio. "*Ride to Hell* captures the spirit of the biker movement in the 1960s, while delivering an authentic, action-packed game play experience."

'**Ride to Hell**' – This brand new multi-platform game has been in development for over a year and is due for a worldwide release simultaneously **on next gen consoles** and PC in the 2nd Quarter of 2009.

Official game site: <http://ridetohell.deepsilver.com>

About Deep Silver

Deep Silver develops and distributes interactive games for all platforms. The Deep Silver label means to captivate all computer and video gamers who enjoy and share a passion for thrilling gameplay in modern game worlds. Deep Silver works with its partners to achieve a maximum of success while maintaining the highest possible quality, always focusing on what the customer desires. Deep Silver products are designed to equally appeal to professionals and beginners, children and adults.

Deep Silver has published around 40 games since 2003, including the most successful adventure of 2006, Secret Files: Tunguska, the bestseller ANNO 1701 (co-published with Sunflowers), the challenging CrossworDS knowledge puzzle game, the horse simulation Horse Life DS, and the soccer MMO World of Soccer Online. Current developments include Warhammer® - Battle March™ (in cooperation with Namco Bandai), the action role-playing game Sacred 2: Fallen Angel (in cooperation with Ascaron), S.T.A.L.K.E.R.: Clear Sky, the sinister Chernobyl shooter for PC, and the new game from the Piranha Bytes team. Deep Silver's own developing studio opened in 2007. For more information please visit www.deepsilver.com

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About Eutechnyx

Eutechnyx is a specialist in driving game development, based in the North-East of England. In a history spanning over 20 years, the studio has won numerous awards for its million-plus selling titles and garnered acclaim in the business sector. As well as having its headquarters in the UK, the company has studios in Hong Kong, Chengdu and is about to open its first US office.