

## Product Description

Dogs of War is the first fully three-dimensional Tactical Action-Strategy game to effortlessly mix line-of-sight arcade urgency with the command interface required to lead a massed force to victory - delivering highly challenging & addictive gameplay across a breath-taking, dynamic battlefield.

## Product Features:

- **Stunning 3D terrain governs gameplay** - the line-of-sight combat model mandates victory for the best tactician. Battlefield awareness is critical to preserving your forces as you battle through canyon ridges, inch across icy wastelands and penetrate sprawling cities.
- **Realistic scaling provides continuity in the gameworld** - infantry load up into APCs, tanks loom over foot soldiers, and buildings dominate the skylines.
- **Combat happens at a frightening pace** - jump directly into the action-oriented environment, with no need for resource management. But command wisely, as experienced units are much more valuable and skilled.
- **Scope of control** - a force of up to 100 units is yours to control from above, or view the battle from an individual perspective, commanding any unit in a 3rd person over-the-shoulder angle. Form your squad from over 30 different units like the lumbering Rhinoids or the Sniper, leading them through the fury of battle.
- **Multoplayer support** for up to eight players via LAN or Internet. Multiplayer modes include Death Match, Capture the Flag, Finders, and All for One.
- **Features an intense soundtrack by Fatboy Slim**, and showcases professional voice over actor Craig Charles - "Lister" from the hit Sci-Fi television show Red Dwarf.

## Media Campaign

- **Spread and single page launch ads** in PC Gamer, Computer Games, and PC Accelerator in June, July and August 2000.
- **Additional single page ads** in Sci-Fi Universe, Dragon and/or Top Deck rotations from May to July 2000.
- **Print advertising** will generate over 3.5 MILLION impressions over the campaign.
- **Single page launch ad** in GameWeek in July 2000 to announce the imminent release to retail, coupled with an inserted premium directed at the retail level.
- **Standard and rich media online advertising** directed to the major internet publications and multiplayer matching services, targeting the massive numbers of consumers already playing multiplayer games - such as GameSpy, IGN, Computer Games Online, and more.
- **Movie style trailer** with excellent sound track to be available in May 2000 for in-store use, cover-mounting, and download availability.
- **Fully interactive demo cd** to be available at the retail level for a nominal charge June 1st 2000.

**Anticipated Ship Date:** July 2000

**Platform:** Win95/98/2000

**Genre:** Action / Strategy

## Target Audience:

**Primary Audience:** Entire strategy genre - males 18-50

**Secondary Audience:** All action gamers - males 18-35

**Anticipated Rating:** Teen or lower

## System Requirements:

Windows 95/98

Pentium II 266

32 MB RAM

Voodoo, or equivalent 4MB D3D video card

16-bit sound card

650MB free hard disk space

CD-ROM Drive

## Box specifications:

**Size:** 8.5" x 9.5" x 2"

**Weight:** 1lb. 1oz.

**UPC code:** 7-50560 10053-4



## Sales Contact Info

### Sales Department

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## Calendar Info

Media Schedule	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.
Print Advertising					████████	████████			
Internet Advertising					████████	████████			
Public Relations	████████	████████	████████	████████	████████	████████	████████	████████	████████
Website	████████	████████	████████	████████	████████	████████	████████	████████	████████
Promotion					████████	████████			

[www.talonsoft.com](http://www.talonsoft.com)

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# BORN TO FIGHT, PAID TO DIE!



"it looks like it is going to be fast, chaotic, and a lot of fun."

IGN

"plenty of real time strategy goodness"

PC Gamer

"Dogs of War promises a realistic war-like experience"

GamePro World