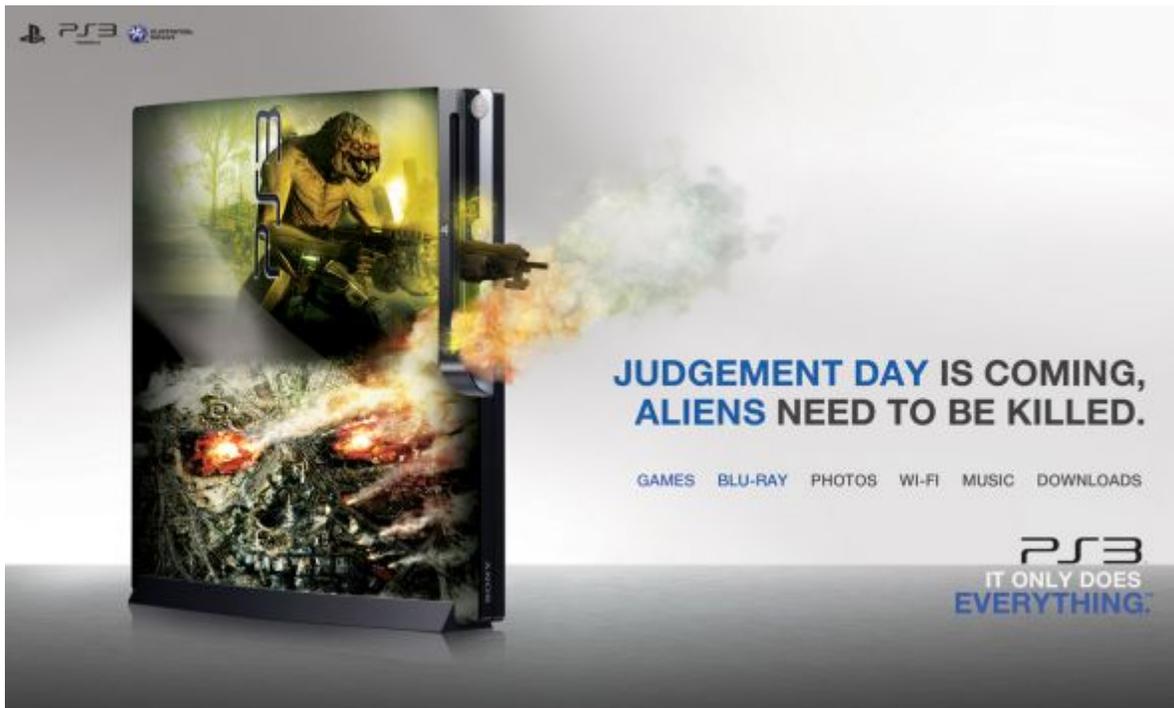


# Exhibit A: Class I

## Exhibit A-1



Source: Diagonal Mexico

This is an advertisement with the largest text reading, “Judgment day is coming, Aliens need to be killed.” Below that line is a list of features: “Games, Blu-ray, Photos, Wi-Fi, Music, Downloads. “ Under the features, the ad reads “PS3. It only does everything.” To the left of the text is an image of a PlayStation 3, with graphics of an alien shooting a gun superimposed on top of and inside of the PlayStation 3.

This advertisement shows the PlayStation 3 being advertised for gaming first (“Aliens need to be killed”) and then other entertainment features such as photos, blu-ray and music.

## Exhibit A-2



Source: Nintendo Website, <http://www.nintendo.com/wii/what-is-wii/>

This is a screen capture from the Nintendo website. It shows a picture of a family playing the Wii and reads “Social & family friendly, Wii has something for everyone.” Then it lists bullet points:

- Motion-controlled, active play
- Family fun at an amazing value
- Gaming experiences for everyone
- Access to Netflix from your Wii console
- All-time classic game downloads & more

This site shows the value proposition of the Wii to the consumer, focusing on play and gaming, and then on Netflix and classic game downloads.

## Exhibit A-3



Source: TechTreak.com

This advertisement shows a woman sitting in a chair, with three PlayStation 3 consoles floating above her and reads "Welcome Change" with each "e" displayed as the number "3."

## Exhibit A-4



Source: Playstation.com

This is a Sony Computer Entertainment advertisement for the PlayStation Vita with game graphics in the background. It says “PS VITA” and then “Can’t wait for the next generation in portable gaming? Pre-order your PlayStation Vita and earn exclusive goodies.” It includes a picture of the gaming device with game play displayed on its screen as well as depictions of various game-related accessories, e.g., wardrobe pieces for an avatar.

The tagline, “the next generation in portable gaming,” clearly emphasizes the focus of the device on game play.

## Exhibit A-5



The advertisement features a central image of the PlayStation Vita console, which is black with a blue screen displaying various game icons. The background is a dark blue gradient with white geometric shapes (triangles, squares, circles, and crosses) scattered on the right side. The Sony logo and 'make.believe' tagline are in the top right corner. The PlayStation logo and 'PS VITA PlayStation Vita' are in the top left. The text 'The Ultimate Portable Gaming Experience' is prominently displayed on the left, followed by a list of features. At the bottom right, it says 'Pre-order | Q2 2012'. A small copyright notice and the QactivART logo are at the very bottom.

**PS VITA**  
PlayStation Vita

**SONY**  
make.believe

**The Ultimate Portable Gaming Experience**

- 5" OLED capacitive touchscreen
- Front and rear cameras
- Front touch screen
- Rear track pad
- SIX AXIS motion control
- Three-axis electronic compass
- Wi-Fi and 3G

Pre-order | Q2 2012

™, ®, "PlayStation", "VITA" and "PSV" are trademarks or registered trademarks of Sony Computer Entertainment Inc. All rights reserved. QactivART

Source: Playstation.com

This is a Sony Computer Entertainment advertisement that shows a picture of the PlayStation Vita. The advertisement reads “The Ultimate Portable Gaming Experience” and then lists the following features:

- 5" OLED capacitive touchscreen
- Front and rear cameras
- Front touch screen
- Rear track pad
- SIX AXIS motion control
- Three-axis electronic compass
- Wi-Fi and 3G

The ad’s tagline emphasizes the game play function.

## Exhibit A-6

The screenshot shows the PlayStation Network website homepage. At the top, there is a navigation bar with the PlayStation Network logo, "Sign Up", and "Sign In" links. Below this is a large blue banner with the PlayStation Network logo and the tagline "Entertainment. Connected.". The banner features three main promotional areas: "Free Online Multiplayer Gaming" with a character from a game, "High Quality Movies, Music, Games and More" with a television displaying game trailers, and "Have Fun with Friends" with two people. A "PlayStation Plus" logo is also present, with the text "Free Games. Huge Discounts. Great Exclusives" and "Premium Subscription Service for PlayStation Network".

On the left side, there is a vertical navigation menu with the following items: PlayStation Network, PlayStation Store, PlayStation Plus, PlayStation Home, Gaming, Community, Games & Media, PS Vita, PlayStation 3, PSP, PlayStation 2, Experience PlayStation, and Support. A search bar is located at the bottom of this menu.

The main content area below the banner includes a breadcrumb trail: "Home → PlayStation Network". The heading "PlayStation Network" is followed by a paragraph: "Unlock the full potential of your PlayStation with PlayStation Network. Experience high quality entertainment through free online multiplayer gaming, access to thousands of 3D and HD movies, and millions of songs, all while connecting with friends." Below this text is a "Join the PlayStation Network" section with a PlayStation logo and three buttons: "Join Now", "Go to Forum", and "Sign In". To the right of this text is a video player with the title "ACCESS A WORLD OF ENTERTAINMENT" and a video player interface showing "00:00 00:00" and "EMBED" options.

Source: PlayStation Network Website, <http://us.playstation.com/psn/>

This is a screenshot from the PlayStation Network website. The top of the screen shows three features – “Free Online Multiplayer Gaming,” “High Quality Movies, Music, Games and More,” and “Have Fun with Friends.” The rest of the text reads “Unlock the full potential of your PlayStation with PlayStation Network. Experience high quality entertainment through free online multiplayer gaming, access to thousands of 3D and HD movies, and millions of songs, all while connecting with friends. Join the PlayStation Network.”

This ad is an example of console marketing that notes additional entertainment features beyond game play. As for those secondary features, it puts particular emphasis on watching movies and TV shows.

## Exhibit A-7



Source: Game Informer, March 2011

This advertisement depicts a man holding Nintendo 3DS, with game graphics reaching through the 3DS and the tagline “Less Virtual, More reality.” The rest of the text reads: “Merge the real world and the game world with augmented reality games included on the Nintendo 3DS system. Simply place the AR Card faceup and watch as the surface morphs and a 3D dragon leaps to life right before your eyes. Then fire away. Plus, explore a world of 3D entertainment with game photos and more. No glasses required.”

## Exhibit A-8

The screenshot shows the Nintendo 3DS website homepage. At the top left is the "NINTENDO 3DS" logo. A red navigation bar contains links for "Main", "What is Nintendo 3DS?", "Features", "Built-In Software", and "Downloads", along with a "BUY NOW" button. The main content area features a large headline: "Nintendo 3DS is portable gaming for **everyone**." Below this is a subtext: "Nintendo 3DS is a handheld entertainment system like no other, with a variety of amazing features that could only come from Nintendo." To the right of the text is a collage of images showing diverse people of various ages and ethnicities playing the 3DS. Below the main text is a small note: "Use Parental Controls to restrict 3D mode for children 6 and under." A section titled "Let us show you why you'll enjoy Nintendo 3DS." follows, containing six feature cards: "3D entertainment without glasses" (with a Mario Kart 3DS icon), "Games found nowhere else" (with a Mario Kart 3DS icon), "Access to Nintendo DS games" (with a DS console icon), "3D photos, plus more" (with a photo of a 3DS screen), "Built-in fun, right out of the box" (with a Mario Kart 3DS icon), and "Downloadable games, & more" (with a DS console icon).

Source: Nintendo Website, <http://www.nintendo.com/3ds/what-is-nintendo-3ds/>

This Nintendo screen capture shows several pictures of people playing on the Nintendo 3DS. The text reads: "Nintendo 3DS is portable gaming for **everyone**." The subtext reads: "Nintendo 3DS is a handheld entertainment system like no other, with a variety of amazing features that could only come from Nintendo." Then, it reads "Let us show you why you'll enjoy Nintendo 3DS."

- 3D entertainment without glasses
- Games found nowhere else
- Access to Nintendo DS games
- 3D photos, plus more
- Built-in fun, right out of the box
- Downloadable games & more."

## Exhibit A-9



This is a depiction of the Nintendo 3DS, with several “apps” visible on the screen, including one with a camera, one with music note, and others that look like games.

# Exhibit A-10



Source: PlayStation Website, <http://us.playstation.com/psvita/>

This is a screen capture from the PlayStation Website, and it shows a picture of the PlayStation Vita with the tagline “Never Stop Playing.”

## Exhibit A-11



This is a Nintendo advertisement that shows a picture of a woman (singer Carrie Underwood) holding the Nintendo DS. There is text that says "See which game Carrie plays!" and a tagline "I Play for Me."

# Exhibit A-12

**THE HOOKED-UP LIFESTYLE**

DON'T JUST PLAY THE GAME. BE THE GAME. THE WII CONSOLE FROM NINTENDO IS BRINGING A NEW GENERATION OF GAMING TO YOUR LIVING ROOM

**Wii MULTIPLAYER GAMING**

It's no fun if your crew can't get some. Nintendo's always been first in multiplayer gaming and now Wii makes it even more fun to give your boys a virtual smack down. Lean into turns as you race each other, throw real punches in a boxing match, point out your boys with precision. With the ability to connect up to four Wii Remotes at once, multiplayer madness will have everyone in the spot rocking!

**ALL NEW CONTROL**

Sitting still to play games is so last year. One of the hottest features of Nintendo's new console is the Wii Remote, which allows players to really get in the game. The Wii Remote literally becomes your racket in a tennis game, your steering wheel in a driving game, and your weapon in a first person shooter. Whether you're perfecting your serve, tearing up the track, or dodging bullets, you'll constantly be burning those unwanted calories.

**PAST, PRESENT & FUTURE**

As you move forward, you can't forget your past. With the Wii Channel Menu, which comes to life on your screen every time you turn your console on, you've got the best of gaming past, present, and future at your fingertips. You can play games, beat the reel, and more, right from your TV. You redeem Wii Points (available online and at retail) to download some of your favorite Nintendo games from the past 20 years (subject to availability). Imagine, really a chance to beat that high score on Donkey Kong™, Super Mario 64™, and F-Zero™. Once you download games, they live in individual channels in your Wii Menu. This way you'll never forget where you come from.

**EXCLUSIVE WII GAMES**

You're supposed to "beat the game, not the player," and the Wii makes it hard to. The Legend of Zelda™, Twilight Princess™, Mario Party™ 3, Conception, and Mario Galaxy™ are brilliantly brought to life for the new system. For the artistically inclined, the Wii Remote and Wii Sports disc (packed in with hardware) delivers the most natural, intuitive, and realistic sports action ever. Game on!

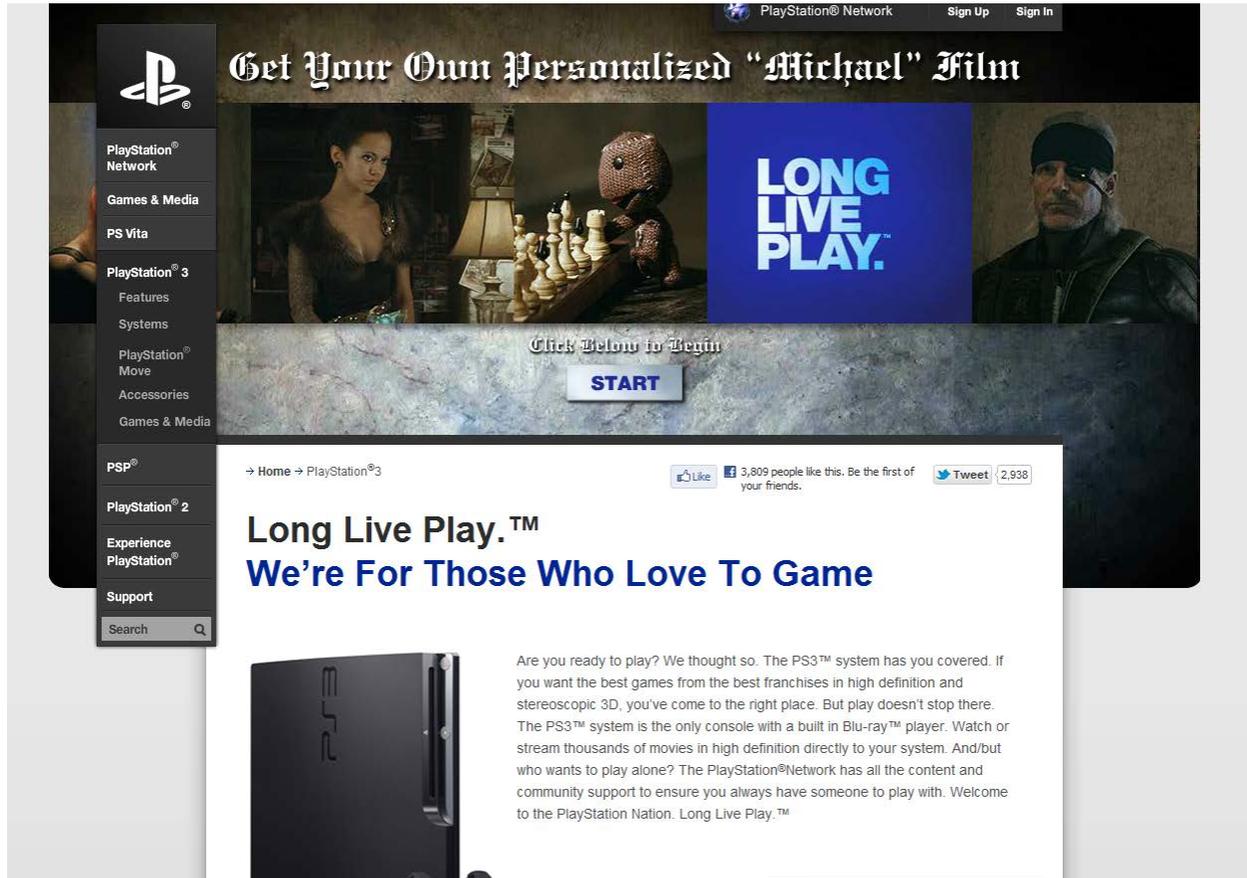
**Wii**  
from Nintendo

PRODUCTS RATED FROM EVERYONE TO TEEN  
**E-T**  
CONTENT RATED BY ESRB

The Wii logo is a trademark of Nintendo.

This is an advertisement for the Nintendo Wii, and it shows a picture of two young men on a couch playing Nintendo. There are several short blurbs, one focusing on multiplayer gaming, one focusing on the unique controller of the Nintendo Wii, and another focusing on the exclusive games available for the Wii.

## Exhibit A-13



Source: PlayStation Website, <http://us.playstation.com/ps3/>

This is a screenshot from the PlayStation website, advertising the PlayStation 3. The screenshot focuses on the tagline “Long Live Play.” The site goes on to say “Long Live Play. We’re For Those Who Love To Game. Are you ready to play? We thought so. The PS3 System has you covered if you want the best games from the best franchises in high definition stereoscopic 3D, you’ve come to the right place. But play doesn’t stop there. The PS3 system is the only console with a built in Blu-ray player. Watch or stream thousands of movies in high definition directly to your system. And/but who wants to play alone? The PlayStation Network has all the content and community support to ensure that you always have someone to play with. Welcome to the PlayStation Nation. Long Live Play.”

## Exhibit A-14



Source: Froobi.com

This is an advertisement for Xbox Live Gold Membership, and it shows an Xbox TV-style remote. The ad reads: "Xbox Live 3 Months, Gold Membership. The online subscription for your Xbox 360. Play Kinect and controller games online with friends. Watch HD movies, TV shows and sports, and with Kinect, your voice is the remote control."

## Exhibit A-15



Source: The Gaming Vault, <http://www.thegamingvault.com/2011/12/a-special-holiday-message-from-sony/>

The text reads "Happy Holidays from PlayStation. You helped Rock it this year. Loving Live Play. Is the exclusive games? Thousands of movies? Original content? No. The most important part of PlayStation is you. Whether you're a shooter fan who pulls all-nighters, a casual gamer who plays with her kids, a movie buff or all of the above, you help make us a community. We thank you-and we are ready to deliver an even better 2012. Long Live Play."

## Exhibit A-16



**Get your  
whole body  
in the game.**

Kinect for Xbox 360 is a great way to stay active. That's why Kinect is the official sponsor of Play 60, the movement for an active generation. Join the Play 60 movement today at NFLrush.com.



**KINECT™**  
for  **XBOX 360.** Official sponsor of  **Play60**  
LET'S GET MOVEMENT! THAT'S THE ACTIVE GENERATION!

Source: Microsoft

The ad shows two children playing a game on Microsoft's Kinect, both leaping in the air while their on-screen avatars are also leaping in the air. The text reads "Get your whole body in the game. Kinect for Xbox 360 is a great way to stay active. That's why Kinect is the official sponsor of Play 60, the movement for an active generation. Join the Play 60 movement today at NFLrush.com."

# Exhibit B: Class II

## Exhibit B-1

The screenshot displays the Pogo.com website interface. At the top, a banner asks "What makes Pogo unique?" with a "Learn more >>" link. Below this, three columns of game categories are shown: "Relaxing Games" (Escape into the Fun), "Skill Games" (Tickle that brain!), and "Multiplayer Games" (Challenging Classics). Each category lists several games with their respective icons: Balloon Bounce, BOGGLE Bash, Risk, Mahjong Garden, Sweet Tooth 2, MONOPOLY World, and YAHTZEE Party. To the right, a large graphic features a green gift box with a white star, overflowing with game icons like MONOPOLY, Trivial Pursuit, Poppit!, and Yahtzee. Below the gift box is a yellow "Register FREE" button and text stating "Register now and get 10,000 tokens". At the bottom, four boxes describe site features: "Tokens" (earn and redeem), "Prizes & Draws" (win cash prizes), "Amazing Mini" (customize your avatar), and "Chat Rooms" (play with friends). Each feature box includes a "Learn more >>" link.

Source: Pogo.com

The text says "What makes Pogo unique?" There are then three columns of games listed, titled "Relaxing Games," "Skill Games," and "Multiplayer Games," with three examples of each set of games occupying most of the screenshot (the names of particular games also are highlighted as part of the icon/artwork that occupies most of the rightmost column of the screenshot). At the bottom there are four boxes. The first reads "Tokens. Earn Tokens from playing Pogo games, redeem them on Mini items or gifts." The second reads "Prizes & Draws. Take the chance to win cash prizes every day. Take part in our daily specials for Tokens and prizes." The third reads "Amazing Mini. Customize your mini to your mood and share your creativity with other Pogo players." The fourth reads "Chat rooms. Playing is even more fun with friends. Make new friends by chatting with other players on Pogo!" The text also notes that if you register now, you will "get 10,000 tokens."

## Exhibit B-2



Source: Electronic Arts

This page shows three advertisements for pogo.com. The first reads “Enjoy a library of fun FREE online games NOW!” “There is a large green circle in the middle that reads “Play FREE Now.” In the upper right hand corner it reads “Chat with family and friends.” In the lower left-hand corner it reads “Play on your own or with friends.” In the lower right hand corner it reads “Win cash and merchandise prizes.” The second advertisement reads “Play online BINGO. Play FREE Now. Chat with the Competition! Try out Different Variations of Bingo!” The last ad reads “Sharpen your brain with free online word games. Relax and chat with others while you play. Play Free Now. Over 15 million Players online” In four boxes this ad shows games titled “Word Whomp,” “Hangman HiJinks,” “Tumble Bees” and “Crossword.”

# Exhibit B-3

The screenshot displays the OnLive website interface. At the top, a blue banner reads "onLIVE™ DESKTOP A PC Desktop right on your iPad!" with a "Learn More" button. Below this, a navigation bar includes "onLIVE®", "SERVICE", "GAMES", "STORE", and "SUPPORT". A secondary navigation bar lists "PLAY INSTANTLY ON YOUR PC, MAC®, TV, TABLET OR PHONE." and "TRY GAMES FREE!".

The main promotional area features the "SEGA HALF-OFF ALL WEEK" logo and the text "Half-Off SEGA Games! Get a slice of the action, any way you like it. Ends March 4! Save Now!". Below this is a category bar with "TOP GAMES", "NEW RELEASES", "SPECIALS", "ALL GAMES", and "TOUCH PLAYABLE".

The "TOP GAMES" section displays a grid of game covers with their respective prices:

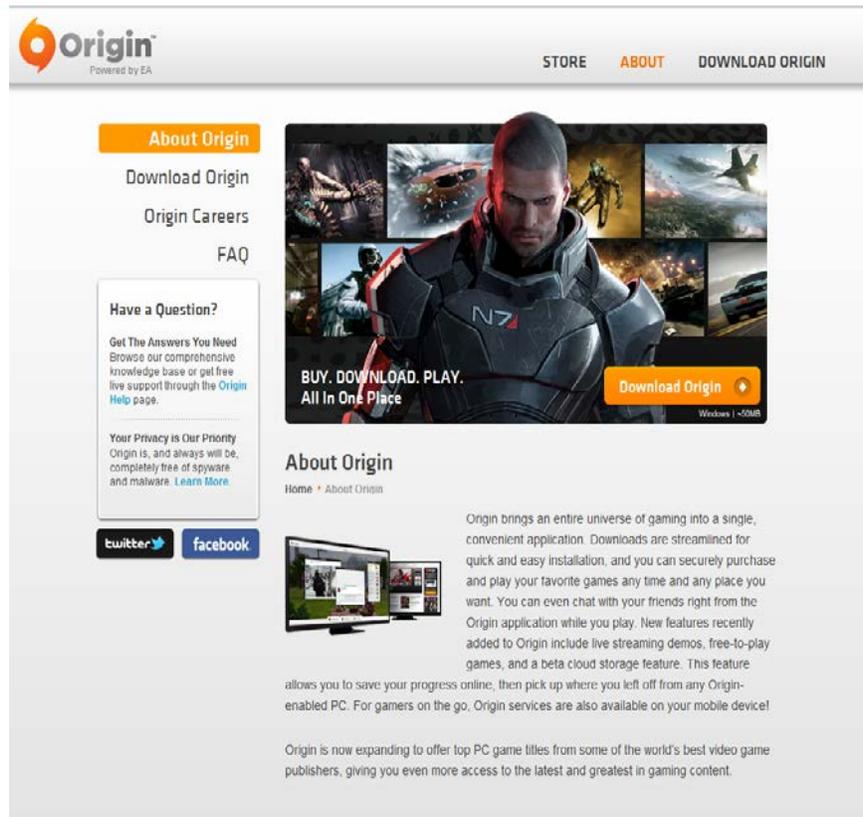
- Pro Evolution Soccer 2012: \$39.99
- Saints Row: The Third: \$6.99 +
- Batman: Arkham City: \$5.99 +
- Super Street Fighter IV Arcade Edition: \$39.99
- Assassin's Creed Revelations: \$49.99
- NBA 2K12: \$29.99
- Driver: San Francisco: \$49.99
- Assassin's Creed Brotherhood: \$39.99 (marked as a sale from \$29.99)

On the right side, the "TRY GAMES FREE!" section includes a registration form with fields for "Enter Email:", "Enter Password:", "Date of Birth:", and "Create Player Tag:". It also features a "Start Playing!" button and a "3 WAYS TO PLAY" section with numbered options: "1 Demo Free", "2 Rent or Purchase Games", and "3 Get the PlayPack Bundle".

Source: OnLive Website, [http://www.onlive.com/games/featuredgames#&tab=top\\_games](http://www.onlive.com/games/featuredgames#&tab=top_games)

This screenshot from the OnLive website reads in part "Play Instantly on Your PC, Mac, TV, Tablet or Phone." The screenshot shows the games categorized by "Top Games," "New Releases," "Specials," "All Games" and "Touch Playable." Examples of games also appear, as does an offer to "Try Games Free."

# Exhibit B-4



Source: EA Origin Website, <http://www.origin.com/about>

This is a screenshot from EA's Origin's website. The screenshot shows a picture of a computer avatar with overlaid text that reads "Buy. Download. Pla. All in one place." The "About Origin" section then reads:

Origin brings an entire universe of gaming into a single, convenient application. Downloads are streamlined for quick and easy installation, and you can securely purchase and play your favorite games any time and any place you want. You can even chat with your friends right from the Origin application while you play. New features recently added to Origin include live streaming demos, free-to-play games, and a beta cloud storage feature. This feature allows you to save your progress online, then pick up where you left off from any Origin-enabled PC. For gamers on the go, Origin services are also available on your mobile device!

Origin is now expanding to offer top PC game titles from some of the world's best video game publishers, giving you even more access to the latest and greatest in gaming content.

## Exhibit B-5



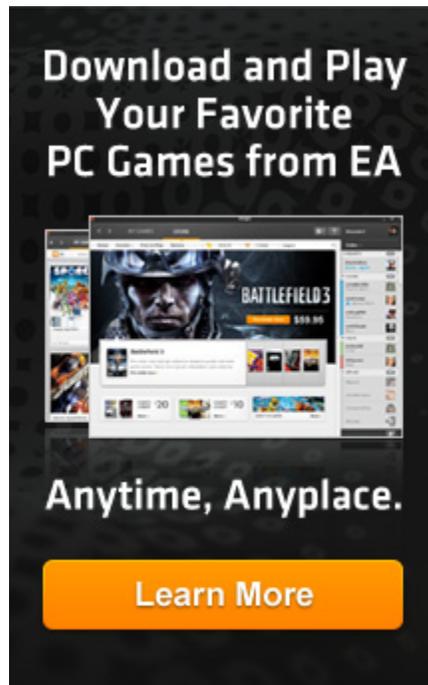
This ad reads “Origin Powered by EA.” On the left is a depiction of Batman, on the right a depiction of a man walking away from an airplane holding a gun.

## Exhibit B-6



This ad reads “Origin” and then has screenshots on the right-hand side, most prominently displaying an advertisement for the game “Battlefield 3.”

## Exhibit B-7



**Download and Play  
Your Favorite  
PC Games from EA**

**Anytime, Anyplace.**

**Learn More**

The advertisement features a central screenshot of a digital storefront. The main focus is on the game 'Battlefield 3', which is displayed with its cover art and a price tag of \$59.99. The interface includes navigation elements like 'Home', 'Games', and 'EA GAMES' on the left, and a user profile section on the right. The background of the ad is dark with a subtle pattern of game icons.

This ad reads “Download and Play Your Favorite PC Games from EA. Anytime, Anyplace.” In the middle of the ad there is a screenshot of a page offering the game “Battlefield 3” for sale.

# Exhibit B-8



Source: Xbox Website, <http://www.xbox.com/en-US/Live/PC>

This screenshot from the Xbox website shows “Games for Windows” and reads “Welcome to Games for Windows! This is the best place to easily discover, buy, download and play games for your PC. On the right side there is a laptop open with a game titled “Age Empires Online” on the screen. Below this, the page reads:

All the games you want-at great prices! Shop for your favorite games in every genre. You’ll find Games for Windows Marketplace exclusives. Games for Windows-LIVE games, great bargain games and casual games. With great new games shipping every week, you can find, purchase and download the games you want straight to your computer!

# Exhibit C: Class III

## Exhibit C-1



WEEKEND DEAL

ALL  
**WARHAMMER**  
40,000  
GAMES  
**66% OFF**

FREE RETRIBUTION  
MULTIPLAYER WEEKEND

Play the Retribution multiplayer for free until Sunday 1pm PST! [Click Here](#) to download and start playing. Must have [Steam](#) installed.

\*Discount excludes the [Death Guard Champion Chapter Pack](#), [Iron Hands Chapter Pack](#) and [Dreadnought DLC](#).

Discount ends Monday 10am PST.

Source: Steampowered.com

This advertisement shows a screen shot from “Warhammer 40,000” which it advertises as on sale for “66% off.” The ad also says that it is a “Free Retribution Multiplayer Weekend” and notes that the discount excludes certain packages of DLC, or downloadable content.

## Exhibit C-2



Source: VideoGamerRepublic.com

This advertisement simply shows the World of WarCraft logo and says “Play Free Now.” On the right-hand side there is an avatar holding a sign that says “Play Free Now.”

## Exhibit C-3



Source: MMORPG.com

This advertisement has a background that is made to look like space, and reads “Star Trek Online. Your Ship. Your Crew. Your Destiny. Play Free.”

## Exhibit C-4



Source: MMORPG.com

This advertisement has a background showing an explosion, and reads “Battlestar Galactica Online. Dradis Contact. Fly a colonial viper or cylon raider. Play Now!”

## Exhibit C-5



Source: MMORPG.com

This advertisement shows an image of men riding on horses and reads “The Lord of the Rings Online. Play Free Now.”

## Exhibit C-6



**The Sims 3 Master Suite STUFF**

Buy The Sims 3 Master Suite Stuff Pack and Receive 50% OFF Any Expansion Pack

**The Sims™ 3 Master Suite Stuff**

**\$19.99**  Available as Direct Download [MORE INFO](#) [ADD TO CART >>](#)

Platform: PC ESRB: Teen - Crude Humor, Sexual Themes, Violence  
Online Interactions Not Rated by the ESRB

Source: Origin.com

This is an advertisement Electronic Arts' The Sims 3 Master Suite Stuff. The background is a graphic of a man and a woman in a domestic scene in a bathroom. The ad reads "Buy the Sims 3 Master Suite Stuff Pack and Receive 50% OFF any Expansion Pack." It also notes the platform for the game and the ESRB rating as "Teen – Crude Humor, Sexual Themes, Violence, Online Interactions Not Rated by the ESRB."

## Exhibit C-7



Source: Oxmonline.com

This advertisement is for Electronic Arts' Star Wars: The Old Republic. The ad shows a graphic of a Star Wars character and reads "Limited Time Only, Get an Exclusive Founder's Medal." The ad also includes the logo for Electronic Arts' Origin platform.

## Exhibit C-8



This advertisement has background artwork showing video game characters. The ad reads “DragonSoul, Fight for the Crown! Free to Play, Download & Play Now! Click Here.”

## Exhibit C-9



The advertisement features a central image of a Samsung Galaxy Tab tablet displaying the Scrabble game interface. The screen shows the Scrabble logo with the tagline "Every word's a WINNER.™" and "CROSSWORD GAME". The word "FREE" is spelled out in large, colorful letter tiles. Other tiles with letters like U, F, M, N, A, and C are scattered around. Logos for Verizon and EA are also visible on the screen.

Below the tablet, the text reads: "FEATURED SCREEN: SCRABBLE®" and "SAMSUNG GALAXY TAB™ 10.1 16GB".

To the right of the tablet, four app icons are listed with their descriptions:

- GOOGLE MAPS™**: Navigate highways, traffic and public transportation.
- KAYAK**: Plan a family vacation, from flight to hotel.
- GLYMPSE™**: Share your exact location with anyone, in seconds.
- UPNEXT**: Simply the coolest way to navigate any U.S. city.

At the bottom of the advertisement, the text reads: "CALL | 1.866.858.9344" and "VISIT | Your local Verizon store" with the URL "Find yours at [vzw.com/stores](http://vzw.com/stores)".

Source: Electronic Arts

This is an advertisement for the Samsung Galaxy Tab table computer which features Electronic Arts' Scrabble game. The ad shows a picture of a Samsung Galaxy Tab with the Scrabble logo on the screen and the word "Free" spelled out in tablet letter pieces. On the right-hand side there are descriptions of other applications (Google Maps, Kayak, Glympse and UPNEXT) that can also be used on the Samsung Galaxy Tab.

## Exhibit C-10



Source: Amazon

This advertisement for "Kinect Joy Ride" shows photographs of two boys mimicking the motion of driving a car, and then below them shows a computer graphic of a car being driven by avatars who resemble the boys. The ad reads "Requires Kinect sensor."

## Exhibit C-11

BROTHERS TO THE LAST FIGHT.  
BROTHERS TO THE LAST ENEMY.  
BROTHERS TO THE LAST HOUR.  
BROTHERS TO THE LAST BULLET.  
BROTHERS TO THE LAST BREATH.  
BROTHERS TO THE LAST HOPE.  
BROTHERS TO THE END

"THE MOST INFLUENTIAL FRANCHISE OF THIS GENERATION." - G4TV

JOIN THE FIGHT AND TRACK YOUR STATS AT [GEARSOFWAR.COM](http://GEARSOFWAR.COM)

**GEARS OF WAR 3**

**MATURE 17+**  
Blood and Gore  
Intense Violence  
Strong Language

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gearsowar.com  
facebook.com/gearsowar

Microsoft Studios

EPIC

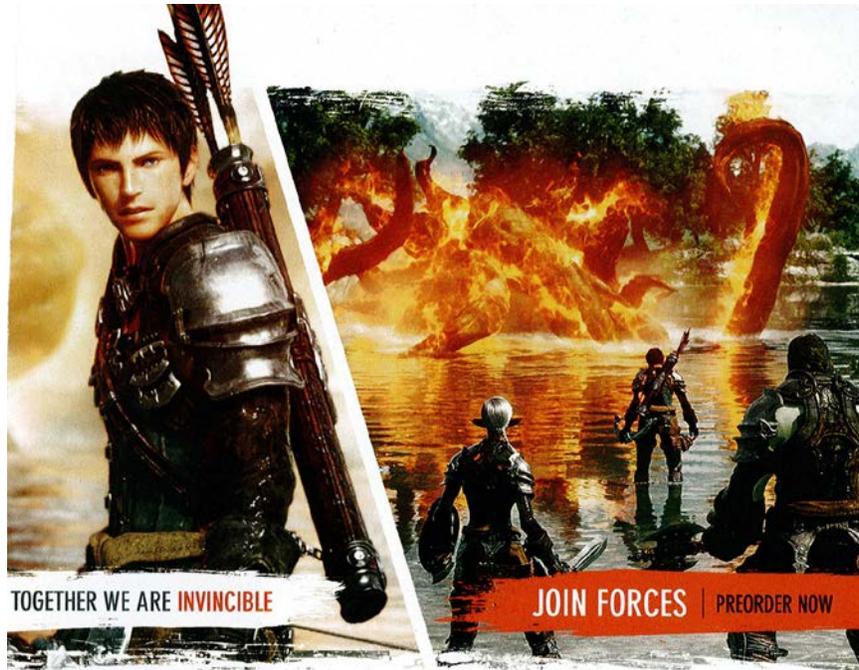
**XBOX 360.**

**Jump in.**

Source: Official Xbox Magazine, February 2012

This advertisement for the Xbox 360 game "Gears of War 3" shows an avatar looking menacing holding a weapon, with several other avatars in the background also holding weapons. The ad reads: "Brothers to the last fight. Brothers to the last enemy. Brothers to the last hour. Brothers to the last bullet. Brothers to the last breath. Brothers to the last hope. Brothers to the end. Join the fight and track your stats at [gearsoftware.com](http://gearsoftware.com)." It also quotes G4TV saying "The most influential franchise of this generation." The ad also sets out the ESRB rating as Mature and provides reasons why.

## Exhibit C-12



TOGETHER WE ARE INVINCIBLE

JOIN FORCES | PREORDER NOW



FINAL FANTASY XIV  
ONLINE



FINAL FANTASY XIV  
ONLINE

PLAYSTATION 3 SYSTEM | MARCH 2011  
FOR WINDOWS™ PC | AVAILABLE NOW

FINALFANTASYXIV.COM

**TEEN**  
Alcohol Reference  
Animated Blood  
Language  
Suggestive Themes  
Violence

**PC**  
DVD-ROM  
SOFTWARE

 **PS3**  
PlayStation 3

 **amazon.com** **SQUARE ENIX.**

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Source: Electronic Gaming Monthly, February 2011

This advertisement for Final Fantasy XIV Online shows an avatar in armor and a crossbow in front of a battle scene. The ad reads “Together we are invincible. Join Forces. Preorder now.” It also presents its ESRB rating as “Teen” and lists logos for the PC platform, PlayStation platform, Playstation 3 platform, amazon.com and the publisher, Square Enix.

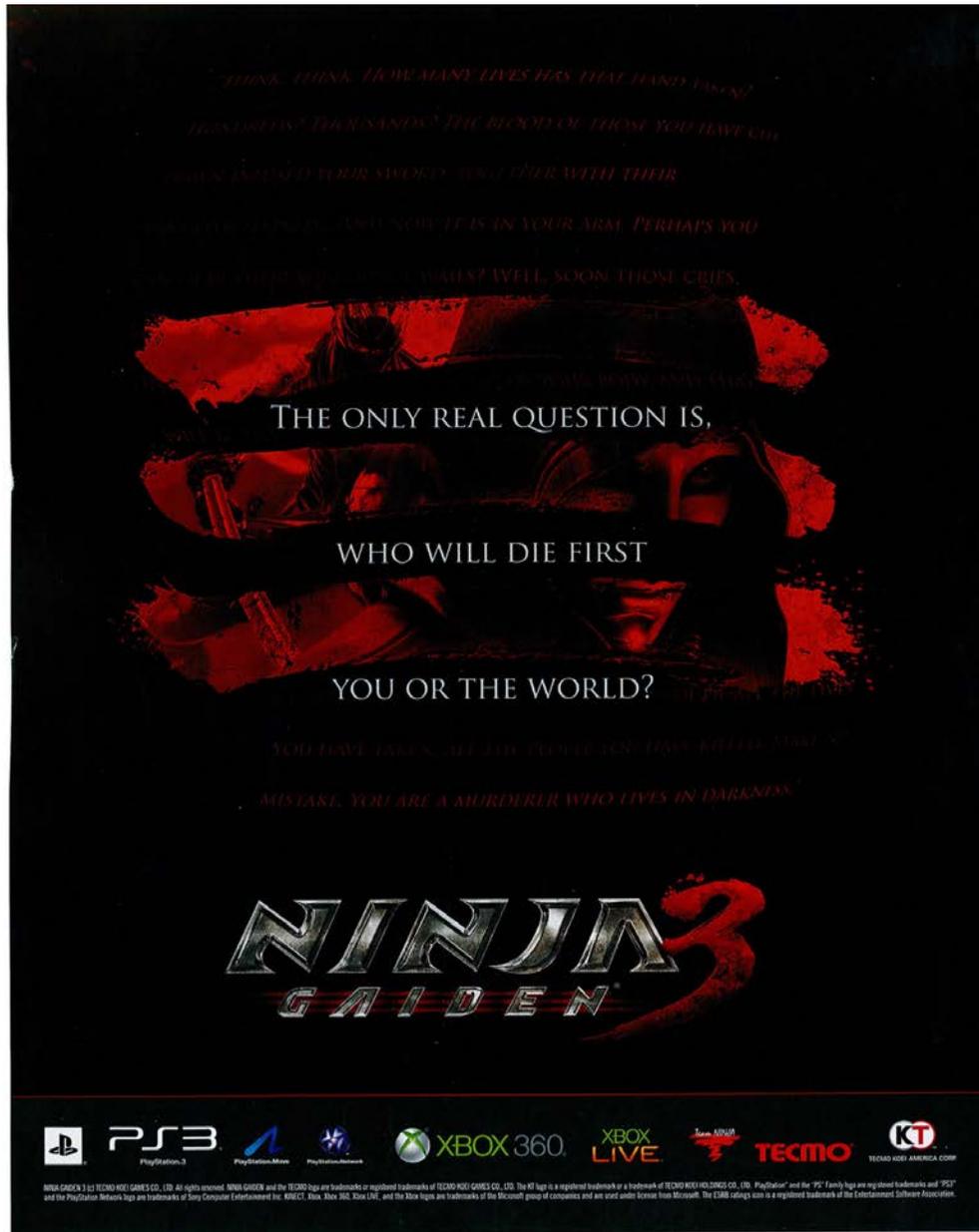
## Exhibit C-13



Source: Amazon

This advertisement for "Dead Space 2" shows a glowing helmet. It shows logos for the ESRB rating (Mature), Visceral games, Electronic Arts, the PlayStation 3 as well as the PlayStation Network.

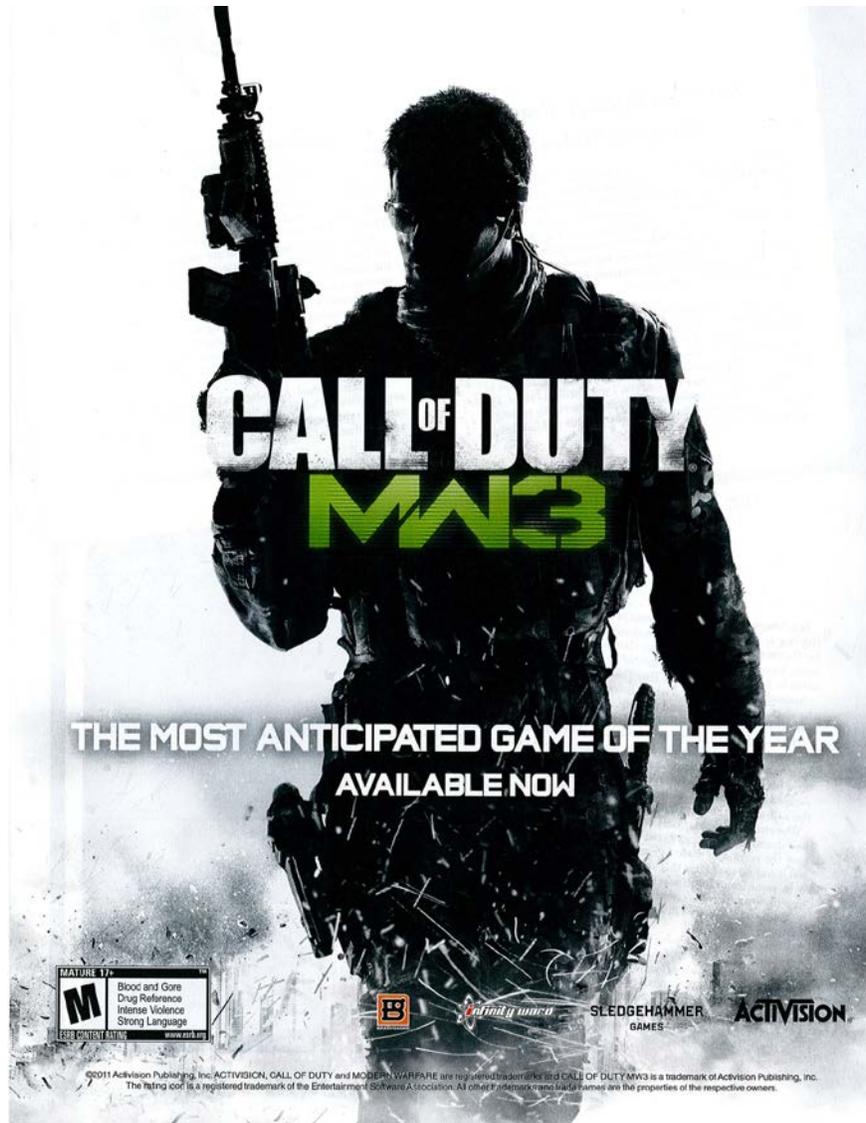
## Exhibit C-14



Source: Playstation: Official Magazine, February 2012

This advertisement is for Ninja Gaiden 3. The ad reads: "The only real question is, who will die first, you or the world?" It also shows logos for PlayStation, PlayStation 3, the PlayStation Move, the PlayStation Network, the Xbox 360, Xbox Live and Tecmo.

## Exhibit C-15



Source: Gamepro, Winter 2011

This advertisement is for Call of Duty: Modern Warfare 3. The ad features a computer avatar holding a gun. The ad reads “The most anticipated game of the year, available now.” The ad notes the game’s ESRB rating (Mature) and lists logos for Sledgehammer Games and Activision, among other development companies.

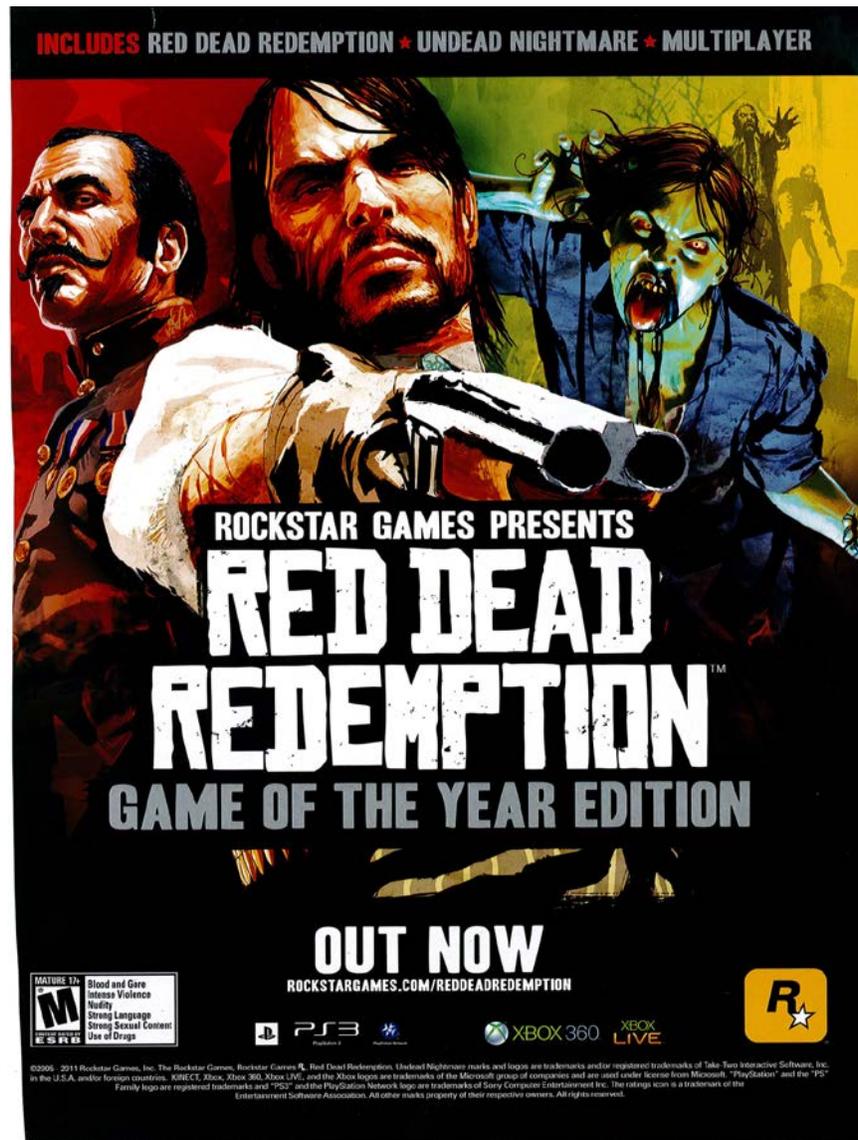
## Exhibit C-16



Source: GamePro, Winter 2011

This ad is for “Street Fighter X Tekken.” The ad shows a variety of characters fighting each other. The text at the top reads: “Will you cross the line?” On the upper left the ad reads “Pre-order now at GameStop.” The ad cites various awards and the expected release date of 2012. It also lists the ESRB rating and logos for PlayStation, PlayStation 3, the PlayStation Network, Xbox 360, Xbox Live and the publisher, Capcom.

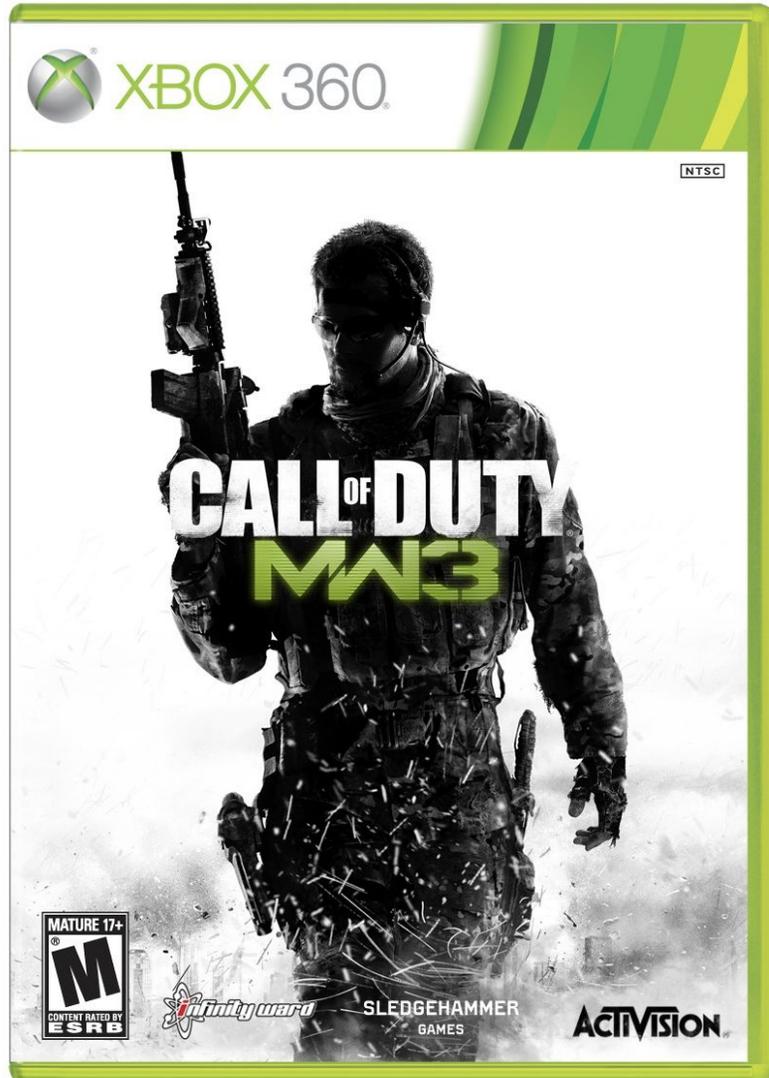
## Exhibit C-17



Source: GamePro, Winter 2011

This advertisement reads “Rockstar Games Present Red Dead Redemption Game of the Year Edition.” It features three drawn characters, one pointing a gun. Above the image it reads “Includes Red Dead Redemption – Undead Nightmare – Multiplayer.” At the bottom the ad reads “Out now.” It also lists its ESRB rating and the various logos for the game platforms where it is available.

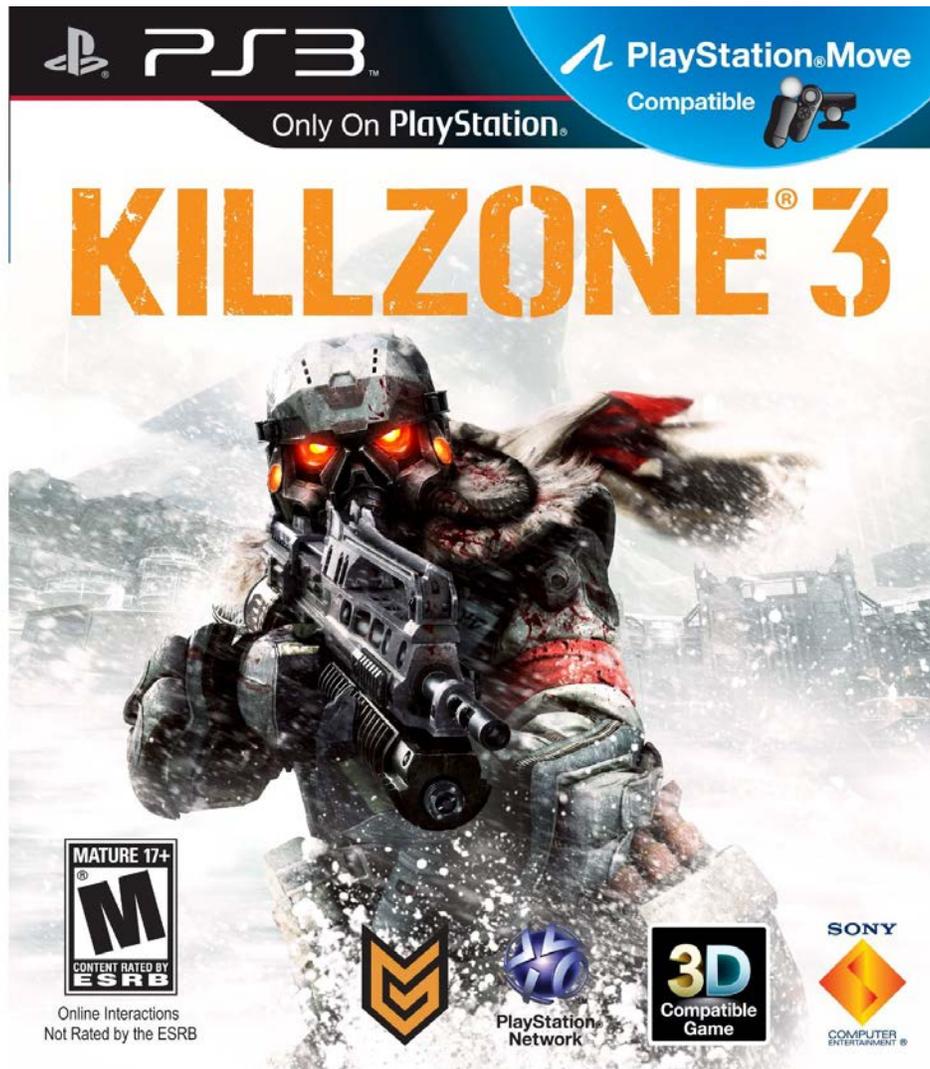
## Exhibit C-18



Source: Amazon

This advertisement reads "Call of Duty: Modern Warfare 3." The image behind the text is of a man in military fatigues holding a gun. The ad also lists the ESRB rating and the logos for several development studios and the publisher, Activision.

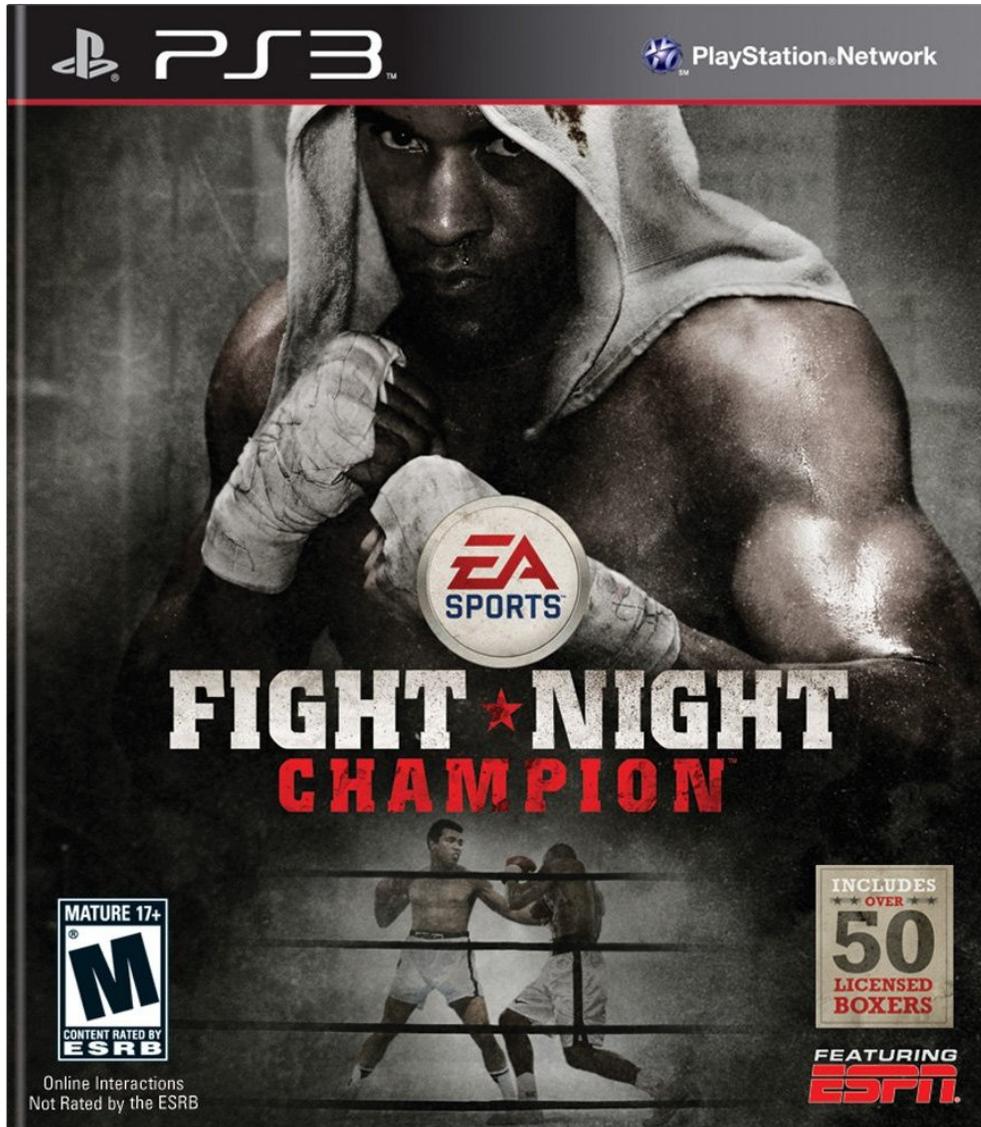
## Exhibit C-19



Source: Amazon

This advertisement is for a game titled "Killzone 3." The image features a character in snow gear pointing a gun. The ad also features the game's ESRB rating ("Mature"), along with a note that "Online Interactions Not Rated by the ESRB. Additionally, the ad contains logos for PlayStation Network, Sony Computer Entertainment, and a logo alerting consumers that it is a "3D Compatible Game."

## Exhibit C-20



Source:

Amazon

This advertisement is for a game titled "Fight Night Champion." There is a large image of a boxer with his hands taped in a boxing stance. Below this is a smaller image of Muhammed Ali in a boxing ring fighting a challenger. On the bottom right-hand side there is a small logo that reads "Includes over 50 licensed boxers" and below that the ad reads "Featuring ESPN." The ad also features the game's ESRB's rating ("Mature") and a note that online interactions are not rated by the ESRB.

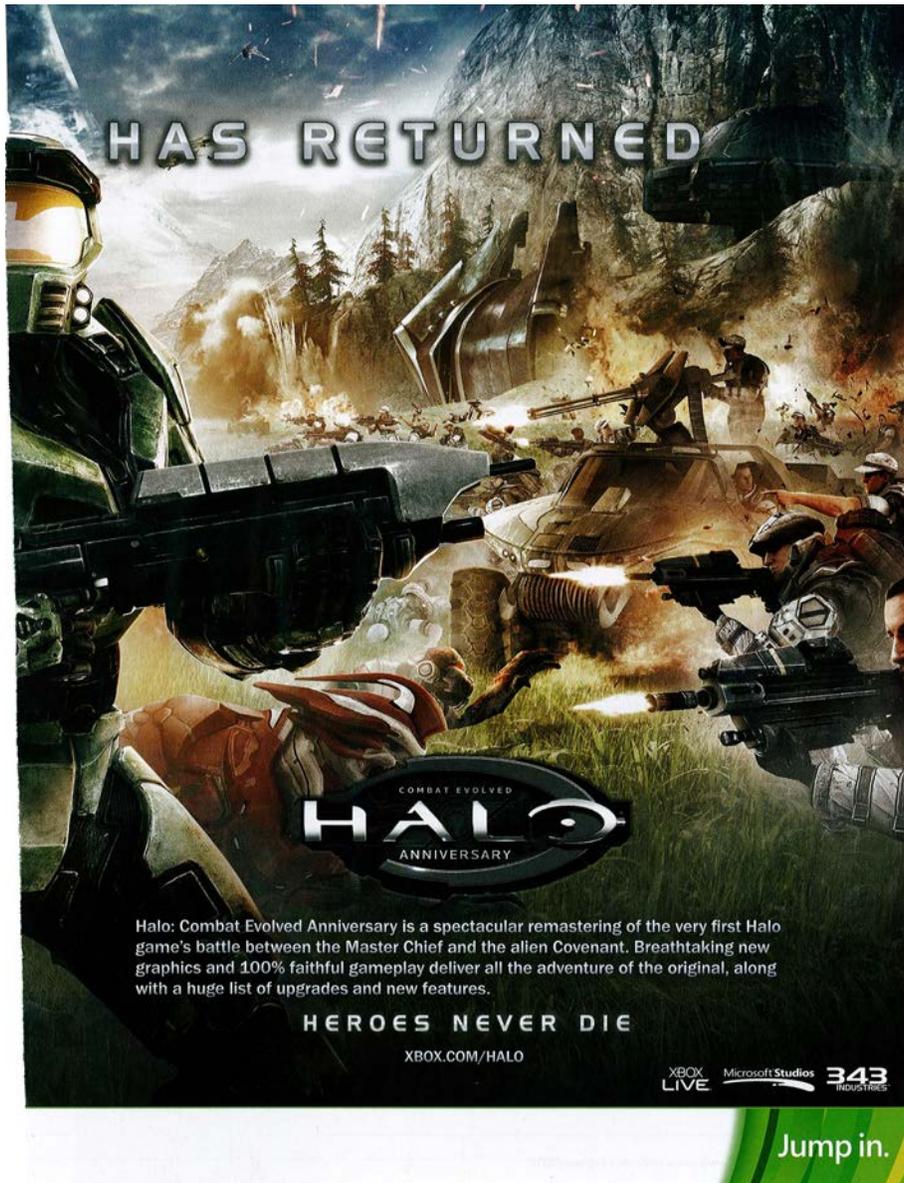
## Exhibit C-21



Source: Amazon

This advertisement is for a game title "DC Universe Online." The ad shows several different comic book characters in front of a city skyline. The ad reads "The Next Legend is You." The ad also features an ESRB rating ("Teen") with a note that online interactions are not rated by the ESRB. There is a separate note reading "Broadband internet connection & additional recurring subscription fees required." Additionally there are logos for DC Comics, Warner Bros., and Sony Online Entertainment.

## Exhibit C-22



Source: Official Xbox Magazine, February 2012

This advertisement is for “Halo: Combat Evolved Anniversary.” The ad shows a background image of a battle scene with guns and tanks. Towards the top of the ad there is text reading “has returned.” Towards the bottom the text reads: “Halo Combat Evolved Anniversary is a spectacular remastering of the very first Halo game’s battle between the Master Chief and the alien Covenant. Breathtaking new graphics and 100% faithful gameplay deliver all of the adventure of the original, along with a huge list of upgrades and new features. Heroes Never Die.” The ad also has logos for Xbox Live, Microsoft Studios and 343 Industries.

## Exhibit C-23



**ONCE YOUR COMMUTE IS OVER  
START DRIVING.**

The real world is becoming a hostile place for those who love cars. Thankfully, Forza Motorsport 4 lets us fully celebrate our love for all things auto. Free of congestion and roadblocks and full of new tracks, new cars, groundbreaking Kinect features, and unrivaled social interaction. It's an entirely new car experience.

Available October 11th

**FORZA MOTORSPORT 4**  
WHERE DREAMS ARE DRIVEN

TopGear XBOX LIVE Microsoft Studios

Jump in.

Source: GamePro, Winter 2011

This advertisement is for the game Forza Motorsport 4. The image shows a sports car being driven on a windy road. The text reads: "Once your commute is over START DRIVING. The real world is becoming a hostile place for those who love cars. Thankfully, Forza Motorsport 4 lets us fully celebrate our love for all things auto. Free of congestion and roadblocks and full of new tracks, new cars, groundbreaking Kinect features and unrivaled social interaction. It's an entirely new car experience. Available October 11<sup>th</sup>." The ad also features logos for TopGear, Xbox Live and Microsoft Studios.

## Exhibit C-24



This advertisement for Zynga's game "Mafia Wars" shows three video game characters wearing suits and reads "Play Now."

## Exhibit C-25

The image is a screenshot of the Mafia Wars Facebook page. At the top, the Facebook navigation bar is visible with the 'facebook' logo and links for Home, Profile, Friends, and Inbox. On the right side of the navigation bar, the user's name 'Ron Callari' and links for Settings and Logout are shown. The main header area features the 'Mafia Wars' name in a large, bold, black font, followed by a 'Become a Fan' button. Below this, there are tabs for 'Wall', 'Info', 'Reviews', and 'Discussions'. The 'About Mafia Wars' section is prominent, featuring a large image of a man in a brown suit and hat and a woman in a black dress smoking a cigar. The text 'Mafia Wars' is overlaid on the bottom of the image, along with a 'PLAY NOW' button. Below the image, the text reads: 'Start a Mafia family with your friends, run a criminal empire and fight to be the most powerful family.' On the left side of the page, there is a sidebar with the 'Mafia Wars by Zynga' logo, a 'Go to Application' button, a 'Block Application' button, and a URL field containing 'http://www.zynga.com'. Below this, an 'Information' section shows a 4.5-star rating based on 4593 reviews, and lists 'Users: 25,334,001 monthly active users, 25 friends'.

Source: Facebook

This advertisement for Zynga's Mafia Wars is a screenshot from the Facebook website. The text reads "Mafia Wars. Play Now. Start a Mafia family with your friends, run a criminal empire and to be the most powerful family." The background image shows a man wearing a suit and hat and a woman smoking a cigar.

## Exhibit C-26



This advertisement for Zynga's "words with friends" shows an Android cell phone with the words with friends app running. The text at the bottom reads "millions of online users, challenge friends, random opponents, pass and play, cross platform play and more!"

Exhibit C-27



This advertisement for Zynga’s “words with friends” game shows floating letter tiles and reads: “Play the Game! Click to play Words with Friends!”

# Exhibit C-29

PS3  
Xbox 360


**PRODUCT POSITIONING**  
True to the Game

**SHORT DESCRIPTION**  
*Madden NFL 12* continues the rich tradition of the storied franchise by bringing fans closer to the NFL than ever before. Featuring all 32 teams, stadiums, and your favorite players in the league, *Madden NFL 12* is True to the Game.

**LONG DESCRIPTION**  
In the NFL, no player's performance is the same in the 4<sup>th</sup> quarter as it is in the 1<sup>st</sup>, and now the same is true in *Madden NFL 12*. With all-new Dynamic Player Performance, players can catch fire and take over a game by stringing together big plays or lose confidence after a miscue. Take your game online and create a customized Online Community with up to 2,000 friends. With all 32 teams, stadiums, and your favorite NFL players, *Madden NFL 12* is True to the NFL, True to the Franchise, and True to the Game.

**KEY FEATURES**

- **Playbooks & Gameplay** - All-new collision system, advanced defensive A.I. enhancements and the #1 most requested feature, Custom Playbooks, come together to provide a more authentic gameplay experience.
- **Sights and Sounds of Sunday** - Experience NFL Sundays like never before with team-specific run-outs featuring mascots and cheerleaders, authentic broadcast cameras, lifelike 3D grass, and dynamic time-of-day.
- **Build an NFL Dynasty** - Take complete control of your favorite team with an enhanced Franchise mode featuring expanded rosters, cut days, an injured reserve list, and more. Hire and fire coaches, or trade draft picks to build the NFL's next dynasty.
- **Dynamic Player Performance**—Experience the highs and lows of authentic NFL football as player traits rise and fall based on their performance throughout an entire game.
- **Madden NFL Ultimate Team** - The perfect combination of *Madden NFL Football*, fantasy football, and trading cards comes to life with Madden Ultimate Team. Earn, buy, auction, and now trade players as you build your ultimate team of NFL stars.
- **Welcome to the Neighborhood** - Create an Online Community and play head-to-head against up to 2,000 friends. Your friends, your rules, your leaderboards.

**KEYWORDS:** Madden, Madden NFL 12, True to the Game, Dynamic, Player, Performance, Dynamic Player Performance, online community, Madden Ultimate Team

Platform:	Release Month:	# of players:	Motion Sensor Capable:	Part No.:	UPC No.:
PS3	August 2011	Offline: 1-6 Online: 2-6	N/A	US: 19646 CAN: 36599	US: 0-14633-19646-7 CAN: 0-14633-36599-6
X360	August 2011	Offline: 1-4 Online: 2-6	N/A	US: 19648 CAN: 36599	US: 0-14633-19648-1 CAN: 0-14633-36599-3



Category: Sports  
Publisher: Electronic Arts  
Developer: Tiburon

For additional art assets go to: <https://retail.ea.com>.  
Game Website: [ea.com/Madden-NFL](http://ea.com/Madden-NFL)



Electronic Arts, Inc. • 200 Redwood Shores Parkway • Redwood City, CA 94065 • 800-521-1600 • www.ea.com

This is a sell sheet for the Electronic Arts game “Madden NFL ’12.” The text reads:

**PRODUCT POSITIONING**

True to the Game

**SHORT DESCRIPTION**

*Madden NFL 12* continues the rich tradition of the storied franchise by bringing fans closer to the NFL than ever before. Featuring all 32 teams, stadiums, and your favorite players in the league, *Madden NFL 12* is True to the Game.

#### LONG DESCRIPTION

In the NFL, no player's performance is the same in the 4<sup>th</sup> quarter as it is in the 1<sup>st</sup>, and now the same is true in *Madden NFL 12*. With all-new Dynamic Player Performance, players can catch fire and take over a game by stringing together big plays or lose confidence after a miscue. Take your game online and create a customized Online Community with up to 2,000 friends. With all 32 teams, stadiums, and your favorite NFL players, *Madden NFL 12* is True to the NFL, True to the Franchise, and True to the Game.

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**KEYWORDS:** Madden, Madden NFL 12, True to the Game, Dynamic, Player, Performance, Dynamic Player Performance, online community, Madden Ultimate Team

The sell sheet. also includes an ESRB rating (“E”) and a logo for EA Sports.