

PRESS RELEASE

For immediate release
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Saddle up with PONY FRIENDS

The new Nintendo DS title from Eidos

Eidos interactive, one of the worlds leading publishers and developers of entertainment software, is pleased to announce PONY FRIENDS, a virtual pet game designed exclusively for the Nintendo DS and developed by Australian based Tantalus, will be available in the UK in 2007.

Fill your stables with a choice of 6 real life pony breeds or customise your own. Personalise your pony by choosing its favourite colour and food and then take part in events throughout the calendar year. Immerse yourself in caring and grooming your pony or undertake surprise challenges from a cast of characters. Personalise your pony's mane, tail colours or accessories with a wide variety of saddles, shoes, blankets and bridles to choose from.

"PONY FRIENDS is a very exciting project for Eidos. We're fulfilling every child's dream by giving them their very own portable pony. Players will have so much to occupy their time with from caring for and grooming their ponies and snapping photos whilst riding picturesque country trails to teaching their pony new tricks and entering them into a variety of competitions." Said Helen Clark, Brand Manager Eidos.

Use the DS stylus to perform a huge range of varied actions; including cleaning stones and shells out your pony's hooves, brushing its mane or designing a unique saddle blanket. Daily play will ensure that your pony is the prettiest, healthiest, fastest, most talented, and best pony, scooping you first prize in the prestigious 'perfect pony competition'.

For further information, please contact:

Waseem El Tanahi

Indigo Pearl

Studio 8, Canalot Studios, 222 Kensal Rd, W10 5BN

Tel: 0208 964 4545

Fax: 0208 964 9464

www.indigopearl.com

About Eidos Interactive Ltd

Eidos Interactive Ltd is part of SCi Entertainment Group Plc (SEG) one of the world's leading publishers and developers of entertainment software. Following the acquisition of EIDOS Plc in May 2005, the Group has a valuable combined portfolio of intellectual property including: Tomb Raider: Legend, Conflict: Global Storm, Hitman: Blood Money, Championship Manager, Just Cause, Battlestations: Midway, Urban Chaos: Riot Response and the interactive rights to Reservoir Dogs and Highlander.