



Media Alert



Backbreaker Demo Breaks One Million Downloads

Pigskin Pugilists Prove Huge Demand for a New Take on Football

Los Angeles, CA – August 26, 2010 – The jury is in! Today football enthusiasts in search of a new way to dominate on the virtual gridiron have voted with their controllers by downloading the **Backbreaker** demo more than one million times. **Backbreaker**, the groundbreaking euphoria-powered football game from 505 Games and NaturalMotion Games, is available now for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

This milestone comes on the heels of the release of the massive “Greathouse” update, which introduced new features, tweaks and improvements, including a brand-spankin’ new replay system, the addition of more than 110 new plays, enhanced quarterback view, and a user-catch system giving players an even greater level of control over the on-field action.

Be sure to check out new “Greathouse” assets [here](#), including the new Replay Camera system trailer (downloadable [here](#)), and check out all the screenshots and play art at the official **Backbreaker** Flickr page [here](#). Additionally, stay up-to-date with **Backbreaker** news, updates, videos and much more on [Facebook](#) and [YouTube](#).

Backbreaker, developed by NaturalMotion Games and published worldwide by 505 Games, is the world’s first truly live sports title. Utilizing the studio’s own *euphoria* engine, **Backbreaker** brings a revolutionary in-game animation system to the on-field action, meaning no two tackles will ever be alike. **Backbreaker** is available on Xbox 360 and PlayStation 3 system.

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About NaturalMotion Games

NaturalMotion Games is an Oxford, England based game studio, shortlisted as ‘Best New Studio’ by Develop. Formed in 2006, the studio’s goal is to create a revolution in interactive entertainment by employing the animation technology created by its parent company, NaturalMotion Ltd. Already featured in world-class games **Red Dead Redemption**, **Grand Theft Auto IV** and **Star Wars: The Force Unleashed**, NaturalMotion’s *euphoria* engine can now be found powering the studio’s debut title **Backbreaker** on Xbox 360 and PlayStation 3.

About 505 GAMES (U.S.)

Based in Los Angeles, CA, 505 Games (U.S.) is the North American division of 505 Games, a global videogame publisher. The U.S. operations launched in May 2008 to bring quality interactive

entertainment to North America on all game platforms including Microsoft Xbox 360, Sony PlayStation 2, PlayStation 3 computer entertainment system, PSP, Nintendo Wii and DS, as well as PC, online, and mobile. The company's management team hails from the leaders in global entertainment including major motion picture studios, videogame publishers and leading game development studios. With the company's deep experience and proven success in interactive entertainment worldwide, 505 Games is looking to drive the industry forward with innovative game experiences that integrate next generation game play, immersive stories and integrated brands that can take the business to a new level. The company offers a broad selection of videogame titles in all genres for players of all ages.