“Fable III”

Fact Sheet

**September 2010**

**Title**: “Fable III”

**Publisher**: Microsoft Game Studios

**Developer**: Lionhead Studios

**Format**: DVD for the Xbox 360 video game and entertainment system, and Windows; Xbox LIVE-enabled\*

**ESRB Rating**: Rated “M” for Mature by the ESRB

**Pricing:** Xbox 360:Standard Edition $59.99/£44.99/€64.99, Limited Collector’s Edition $79.99/£59.99/€84.99; Windows: Standard Edition $49.99/£39.99/€54.99

**Availability:** Xbox 360:October 26, 2010 in North America and Asia (excluding Japan); October 29 in Europe; Windows: TBD

# Product

# Overview: “Fable III” is the latest installment to the action-packed and critically acclaimed Xbox 360 exclusive franchise that has sold more than six million copies. Fans new and returning will now embark on an epic adventure, where the race for the crown is only the beginning of your spectacular journey. Five decades have passed since the events of “Fable II,” and Albion has matured into an industrial revolution, but the fate of the kingdom is at peril. In “Fable III,” you will be called upon to rally and fight alongside your people, ascend to the seat of power, and experience the true meaning of love and loss. The choices and sacrifices you make while fanning the flames of revolution, and then as you rule as King or Queen of Albion, will lead to an ever evolving world of consequences that will be felt across your entire land. This sets the stage for unparalleled action and adventure that offers even more ways to fight and engage than ever before.

Throughout your journey, you will encounter a colorful cast of characters – voiced by John Cleese, Sir Ben Kingsley and more – that fans have come to expect from the off-beat style and humor in the “Fable” games. After determining whether these characters are your friends or foes, you will either join them or fight against them in explosive combat, solo or with a friend on Xbox LIVE®1. In your quest to plant the seeds of revolution, seize power and rule over your kingdom, the choices you make will change the world around you, for the greater good or your own personal gain. Who will you become? A rebel without a cause, the tyrant you rebelled against, or the greatest ruler to ever live?

**Features**: “Fable III” features include the following:

* + - **Be the hero and forge your own destiny.** Storytelling comes to life as “Fable III” puts you and your hero in the center of an epic journey that traces your rise from revolutionary to ruler and beyond, along with all the action, drama and humor. Interacting with the world of Albion has never been easier or more rewarding. The Expressions system offers an ingenious new Dynamic Touch feature that allows your hero to reach out and embrace a loved one, or exact retribution against those who have betrayed you. Your hero, your faithful canine companion and even your weapons now also evolve to extremes mirroring your morality and personal style of combat. The emotional connections players will develop in the world of “Fable III” will lead to some of the most memorable moments ever experienced in a game.
    - **Where blockbuster action meets adventure.** Your journey spans from the streets of a thriving and industrialized Albion to the surrounding battlefields to brave new worlds. The pioneering one-button combat system allows players to easily combine different styles in their arsenal – explosive new finishing moves, hand-to-hand melee attacks, long-range precision shooting and wickedly catastrophic spells – to advance the one-button combat mechanic to a full scale, thrilling level that offers infinite ways to engage, experiment and compete.
    - **Co-op like you mean it.** “Fable III” embodies true co-op with the introduction of independent cameras for each player, enabling everyone to retain their distinct hero identities and canine companions whether they are joining a friend’s world or welcoming one into theirs, only on Xbox LIVE1. Taking co-op further than previously thought possible, two heroes can now marry one another, raise a family, or even concoct a business venture, all in the name of ruling Albion together. Couch co-op also returns to “Fable III,” allowing two players to partner up and advance through the journey to rule together, side-by-side in the same room. Along with these boundless experiences created from the ground up, multiplayer combat bonuses will reward players for banding together, so you’ll never have to walk alone in Albion.
    - **A revolution in gameplay.** The introduction of a dynamic 3-D world map and a rich new interface called the Sanctuary simplifies the gameplay experience while letting players stay more immersed in the action. Watch “Fable III” come to life before your eyes with the living, breathing map that shows Albion’s citizens going about their business – all with a tremendous amount of detail to help you keep a vigilant eye on your entire kingdom. The Sanctuary is composed of a series of chambers attended to by your butler Jasper, voiced by comic genius John Cleese, who serves as the confidant every ruler can trust. Whether he’s assisting you in matters of the court, the latest trends in fashion or making critical decisions that impact the world around you, you can always count on Jasper to provide a sympathetic ear, comforting advice or biting remarks.
    - **Choice and consequence**. A core tenet of the “Fable” franchise, players are presented with infinite choices and consequences that impact the world around them. Good or evil, loved or loathed, career versus family, or just you and your faithful canine companion – live the life you have always dreamed. More so than ever before, your choices lead to far more profound outcomes that impact your every being. Whether it’s deciding the outcome of minor squabbles or changing the direction of the entire kingdom, these key decisions will change the world forever.

**Game Editions:** Giving more action-adventure fans the chance to journey from revolutionary to ruler of Albion, “Fable III” will be available on Xbox 360, Windows and Games on Demand on Games for Windows – LIVE. A Standard Edition will be offered for both Xbox 360 and Windows gamers, along with a Limited Collector’s Edition for Xbox 360 that includes unique collectibles that true “Fable” fans won’t want to miss2. Wrapped up in a distinctive box created in the likeness of a book, the content includes an exclusive quest, canine breed, hero outfit, “Fable III” playing cards, Guild Seal Coin and more.

**Pre-Order Program:** Fans who pre-order “Fable III” will get the opportunity to create and bring their personalized villager to life with the all-new character creator tool at [xbox.com/fable3](http://xbox.com/fable3), called the “Fable III” Villager Maker. With more than 2,000 customizable variations, everyone can design a male or female villager with a custom back story, accent, style and more to share with friends on Facebook and Twitter. Upon preordering the game, they’ll be able to transport their villager into the game when “Fable III” launches, at which time the villager will deliver to their hero a thrilling new quest and 1,000 gold in fortune.

**Accessories:** For those looking to control their own destiny in “Fable III,” the stunning new “Fable III” Limited Edition Wireless Controller for Xbox 360 will put the fate of Albion in your hands. The golden cloaked controller features one-of-a-kind artwork created by Lionhead Studios, available at retailers on Oct. 5 for $59.99 (USD) while supplies last. Outfitted in collectible packaging, the controller also comes with an Xbox LIVE token for an exclusive in-game downloadable tattoo set for your hero.

**Developer**

**Information:** Acquired by Microsoft Game Studios in 2006, the U.K.-based Lionhead Studios is known for developing original and innovative games such as the extremely successful “Black & White” for Windows in 2001, “Fable” for Xbox in 2004, “Fable: The Lost Chapters” for Windows in 2005, “Black & White 2” and “The Movies” in 2005, and “Fable II” for Xbox 360 in 2008.

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1 Xbox LIVE Gold Membership required for online multiplayer gameplay.

2 The Limited Collector’s Edition’s downloadable content will be available for Windows users.