# “Halo” Franchise Fact Sheet — September 2010

**The “Halo” Franchise:**

The “Halo” franchise is an award-winning collection of properties that have transcended video games and grown into a global entertainment phenomenon. Beginning with the original “Halo: Combat Evolved” (2001), the critically acclaimed and record-shattering series of games have reinvented how people think about video games and have since built a fan base of millions worldwide and inspired multiple New York Times best-selling novels, comic books, action figures, apparel and more.

Published by Microsoft Game Studios, the “Halo” series of games is exclusive to the Xbox 360 video game and entertainment system and the Xbox LIVE online entertainment network. To date, more than 34 million copies of “Halo” games have been sold worldwide, driving more than 3.3 billion hours of gameplay by people connected to Xbox LIVE. “Halo” games have consistently defined multiplayer gaming and have dominated Xbox LIVE charts since their release.

**“Halo” Titles**

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| --- | --- | --- | --- | --- |
| **Title** | **Developer** | **Publisher** | **Platform** | **Launch Day** |
| “Halo: Reach” | Bungie Studios | Microsoft Game Studios | Xbox 360 | 9/14/2010 |
| “Halo 3: ODST” | Bungie Studios | Microsoft Game Studios | Xbox 360 | 9/22/2009 |
| “Halo Wars” | Ensemble Studios | Microsoft Game Studios | Xbox 360 | 2/26/2009 |
| “Halo 3” | Bungie Studios | Microsoft Game Studios | Xbox 360 | 9/25/2007 |
| “Halo 2” for Windows Vista | Hired Gun of Microsoft Game Studios | Microsoft Game Studios | PC | 5/31/2007 |
| “Halo 2” | Bungie Studios | Microsoft Game Studios | Xbox | 11/9/2004 |
| “Halo: Combat Evolved” for Windows | Bungie Studios and Gearbox Software | Microsoft Game Studios | PC | 9/30/2003 |
| “Halo: Combat Evolved” | Bungie Studios | Microsoft Game Studios | Xbox | 11/15/2001 |

**“Halo” Franchise By The Numbers:**

Accolades and Awards:

The “Halo” series of games is among the most critically acclaimed of all time:

* Over the past ten years, “Halo” games have collectively garnered more than 350 media and industry awards, accolades and nominations.
* “Halo” games have been awarded the distinction of “Game of the Year” more than 20 times by media and industry organizations, a game’s highest honor.
* Guinness World Records named “Halo” the number one game series of all time, based on a 2010 reader poll.

Interesting facts:

* More than 34 million units of “Halo” games have been sold worldwide.
* The franchise is on track to surpass $2 billion in sales this year.
* First-day sales of “Halo 3” reached $170 million in the U.S. breaking all previous single day entertainment launch records, and breaking the record held by “Halo 2” ($125 million).
* “Halo” games are the bestsellers on both the original Xbox and Xbox 360 platforms. “Halo: Combat Evolved” and “Halo 2” were the top two selling games on Xbox, and “Halo 3” is the top-selling Xbox 360 game to date.
* More than 6.3 million copies of the “Halo” series of books, comics and strategy guides sold. Five of the seven novels are New York Times bestsellers.
* The “Halo 3” soundtrack made the Billboard 200 on Dec. 15, 2007, and also reached a peak position of #18 on Billboard's Top Soundtracks list, and #20 on Top Independent Albums.
* More than 2.7 million people played the “Halo: Reach” multiplayer beta last spring, making it the largest console video game beta test on record.
* The “Halo: Reach” beta was more than triple the size of the “Halo 3” beta.
* Since the launch of Halo 3, players have generated more than 120 million pieces of user generated content from within the game.
* More than 3.3 billion hours of “Halo” multiplayer action has been logged on Xbox LIVE.

**Key Beats in the “Halo” Franchise Timeline:**

* “Halo: Fall of Reach” novel releases Oct. 2001; six other novels follow, five of which become New York Times bestsellers.
* “Halo: Combat Evolved” launches on Nov. 15, 2001; becomes the gold standard for console shooters.
* “Halo 2” launches on Nov. 9, 2004; bestselling original Xbox game of all time and sets a new record as the biggest entertainment launch ever with day one revenues over $125 million.
* “Halo” graphic novel releases on Jul. 19, 2006 from Marvel Comics.
* “Halo 3” launches on Sept 25, 2007; sets record as the biggest entertainment launch in history and becomes bestselling game of 2007.
* Marvel releases limited edition comic series between Oct. 2007-Jun. 2009; makes the New York Times bestseller list for graphic books.
* “Halo Wars” launches on Feb. 26, 2009; makes history as the bestselling console real time strategy game ever.
* “Halo 3: ODST” launches on Sept 22, 2009, selling more than 2.5 million copies within two weeks of release, totaling more than $125 million in sales.
* “Halo” Encyclopedia published on Oct. 19, 2009 from DK Publishing.
* “Halo Legends” anime series released by Warner Home Video on Feb. 16, 2010.
* “Halo: Reach” launches on Sept 14, 2010; promises to be the biggest game yet in the Halo series and the biggest entertainment launch of the year.

**“Halo” Licensed Products:**

From clothing to collectible action figures to award-winning soundtracks, the “Halo” franchise extends far beyond the games. With over a dozen licensees helping expand the “Halo” universe, there is something for every “Halo” enthusiast. A sampling of official “Halo” licensed products includes:

* Action figures by McFarlane Toys: more than 5 million action figures sold as of Fall 2009.
* “Halo Legends” anime collection released on Feb. 16, 2010.
* Remote control vehicles by NKOK, including the popular Warthog.
* Construction play sets by Mega Blocks: over 16 million “Halo” characters produced in 2009.
* “Halo” ActionClix collectible miniatures by WizKids Games.
* “Halo” fiction novels, comics and strategy guides: more than 6.3 million sold as of January 2010.
* “Halo: The Fall of Reach” monthly comic issued by Marvel in Sept. 2010.
* “Halo” Encyclopedia published by DK Books, released on Oct. 19, 2009
* Art of “Halo 3” published by Prima Games (Random House), released on Nov. 25, 2008.
* Soundtracks: produced by Sumthing Else Music Works, an award winning soundtrack series.
* Red vs. Blue machinima series by Rooster Teeth available on DVD.
* Apparel: over $2.2 million units of “Halo” merchandise has been shipped since 2007.
* Fine art from Acme Archives Ltd. releases in 2010.
* RISK: Halo Wars Collector’s Edition board game by USAopoly.
* Strategy guides from Brady Games.

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