



COMMUNITY & PRESS TOOLKIT

IT'S A NEW AGE



"Age of Empires Online" – the next chapter in the best-selling Age of Empires PC game franchise – will be available worldwide on August 16 in retail stores and online at AgeofEmpiresOnline.com. With its launch, the game will feature

two of the greatest ancient civilizations – the Greeks and Egyptians – and offer more than 40 hours of gameplay for free!

And that's just where the experience starts! As players grow their empires and look for new adventures, "Age of Empires Online" will deliver with the opportunity to buy fresh new Premium Content Packs; everything from entirely new civilizations, to Booster Packs with new game modes, and more! It will be the biggest Age of Empires game ever.

What's more, "Age of Empires Online" adds new social interaction, customization and MMORPG gameplay in an evolving and persistent world. Play co-operatively or competitively, craft and trade items, and level up by completing quests – all for free.



START A NEW ADVENTURE

Plus, "Age of Empires Online" still offers all the classic RTS gameplay, empowering players to build mighty empires, manage resources, earn rewards, and battle their way into rich new worlds full of lively villagers, epic warriors and historically-themed architecture.

It's a new age, and here, YOU RULE.

GAME FACTS

Title: "Age of Empires Online"

Publisher: Microsoft Games Studios

Developer: Gas Powered Games

Format: Available via download

ESRB Rating: E10+

Availability: Play for free and purchase premium content as you like online at

Or, get The Exclusive Greek Starter Pack in retail for \$19.99 USD which includes:

- The Premium Greek Civilization which unlocks the power of Rare and Epic items, Advisors to enhance your civilization, the Player vs. Player Arena, awesome Technologies, and much more!
- Windy's Wild Widgets Store to give your civilization an edge with the ability to buy and sell special items (available exclusively in retail)
- Hotkey quick reference card.
- Limited-edition poster and Advisor cards.
- Instructions to download the free-to-play experience.



DEFEND THE SPLENDORS OF MINOA!



FREE TO PLAY!

"Age of Empires Online" is a bold new twist on a franchise so many have grown to love with the addition of more social capabilities and a customizable and persistent experience. Play the entire game for free or upgrade with a broad selection of Premium Content Packs. You decide, because in this new age, YOU RULE.

Simply download "Age of Empires Online" from any PC and receive access to play all of the following game features for free* :

- The greatest ancient civilizations, including Greeks and Egyptians.
- Constantly new and evolving content, including new civilizations regularly!
- Quest, battle, co-op, chat and trade with other players - all free!
- Participate in Player vs. Player games.
- Build and show off your own custom Capital City.
- Enjoy historical settings with gorgeous visuals and a cool new art style.
- Level up through the entire game, more than 40 hours of free gameplay!



MORE THAN 40 HOURS OF FREE GAMEPLAY



WITH BOTH GREEKS AND EGYPTIANS!



*Broadband Internet required (sold separately).

GAME FEATURES

- **Free-to-play.** Download free from almost anywhere and enjoy hours of gameplay with the Greek and Egyptian civilizations. Build your online capital city, embark on quests, level up, and enjoy 40+ hours of gameplay without paying a cent!
- **Familiar "Age" elements.** Enjoy traditional RTS gameplay, a deep player-versus-player mode and detailed historical settings. From the creation of your capital city to resource management and competitive matches, Age of Empires fans will feel right at home in this new chapter in the series.
- **A living online civilization.** Using your online capital city as home base, embark on quests alone or with a friend, earn rewards, and evolve your civilization from village to empire. Plus, your empire continues to grow and accrue resources even when you aren't online.
- **This is Sparta!** Scratch that competitive itch by visiting Sparta and diving into Player vs. Player matches. Demonstrate your ability by playing ranked games where your glory is recorded on Leaderboards so you can compare to the best in the game, or just your own friends. Matchmaking in Sparta is controlled by TrueSkill™ so you'll always get a competitive game. Earn Sparta coins that you can spend on new equipment for your troops making them better than ever.
- **A new look and feel.** Enter the charming world of ancient times in a bright beautiful world built with fun new art style. Diverse terrains and units animated exquisitely with a touch of humor makes this the most approachable Age of Empires game ever.
- **Deep selection of premium content.** As your empire grows, so does the game with frequently released new content designed to keep the experience fresh! From new quests and regions to entirely new civilizations full of new experiences, "Age of Empires Online" is always evolving so you can choose the content that's right for you and your budget.
- **Social at its core.** "Age of Empires Online" delivers a truly connected experience that includes Achievements, a common Gamertag, Gamerscore and a unified Friends list courtesy of Games for Windows LIVE. With free competitive and cooperative gameplay, including co-op quests and trading, "Age of Empires Online" makes your friends and friendly rivals a seamless part of the experience.



WELCOME TO SPARTA, WHERE YOU BATTLE
TO SEE WHO REALLY RULES.

PREMIUM CONTENT FOR PURCHASE

The robust premium content packs in "Age of Empires Online" allow players to purchase the features they want most and rule their experience.

1. Premium Civilization Packs: \$19.99 USD

Available at launch: Greeks and Egyptians. Take your free civilizations to the next level, and unlock a tremendous amount of gameplay and new features. When you upgrade to a Premium Civilization Pack, you will get the following:

- **Rare and Epic Gear** - Become more powerful with upgraded gear and unique designs that stand out in battle.
- **Advisors** - In the Advisor Hall, you can unlock Civilization Power and Unique Units like Armored Elephants.
- **Tech Tree** - Experience the full tech tree with fantastic end game "Star Techs." Generate resources from your market, have your troops bandage themselves, or make your people immune to conversion in battle.
- **Sparta Player vs. Player** - Upgrade to even more PVP options including setting the gameplay parameters and inviting your friends to play against you. Demonstrate your ability by playing ranked games where your glory is recorded on Leaderboards so you can compare to the best in the game, or just your own friends. Plus, match make using TrueSkill so you'll always get a competitive game!

- **Additional Inventory Slots** - More than double your inventory space.
- **More Workshops** - Drastically improve your capital's production with more workshops to create all of the materials you need for crafting.
- **Crafting Halls** - Learn unit enhancements from additional Crafting Halls and use them to your advantage in the game.
- **Empire Points** - Spend Empire Points on the best loot in the game.
- **In-Game Stores** - Earn in-game currency from the stores in your Capital City.

PREMIUM CONTENT FOR PURCHASE

2. Pro Civilization Packs: \$19.99 USD

Coming Soon! "Age of Empires Online" will also offer additional civilizations at a "pro" level, which will provide all of the upgrades of a Premium Civilization, and players can jump right into the action starting at level 20.

3. Booster Packs: \$9.99 USD

Expand your play options and get the features you like the most including new storylines and game modes.

Available at launch:

- **Defense of Crete Booster** which challenges you to defend against waves of invaders on the island of Crete. Team up with a friend to battler the incoming horde, and earn new rewards and gear when you succeed!

4. Empire Extras: \$4.99 USD

Acquire new items and historically themed architectural pieces for the ultimate level of customization for your Capital City.

Available at launch:

- **Bountiful Bushes:** Beautiful Egyptian themed shrubbery (Available for Egyptians)
- **Ornate Ornaments:** Amazing Egyptian themed statues and decorations (Available for Egyptians)
- **Glorious Gardening:** Greek themed bushes and fountains (Available for Greeks)
- **Startling Statuary:** Greek themed statues (Available for Greeks)

Coming Soon! A robust calendar of premium content is on the way which includes two additional Civilizations and Booster Pack.

TOP 5 MOST FREQUENTLY ASKED QUESTIONS

1. Why did you decide to bring back "Age" in an online, free to play version? When we looked at continuing this franchise, we looked at how people are playing games today, and the social and connected experiences that people increasingly crave. PC gaming is changing and so is Age of Empires. It's about being able to connect to the entertainment we want, and play it with your friends or friendly rivals nearly anywhere.

2. What are the system requirements for "Age of Empires Online?" "Age of Empires Online" will support Windows XP, Vista and 7 and simply requires Broadband Internet service (sold separately) and Games for Windows- LIVE to start playing.

3. Do I have to be online to play? Will there be consequences for not playing? Yes, you must have an Internet connection to play. And no, you will not be penalized while offline and can play the game at your own pace without fear of your empires being destroyed when you are offline.

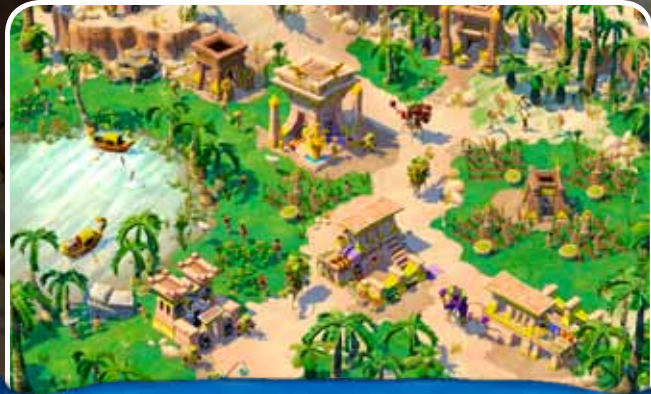
4. How often do you plan to release new content? New content will be released in game monthly to keep the game fresh and exciting. There's a robust calendar of premium content on the way which includes two unannounced Civilizations and an unannounced Booster Pack by the end of 2011.

5. What is the capital city? How does it work? Your capital city serves as your home base and main source of your civilization. Because it lives online, your capital city continues to gather resources and create units even when you aren't logged in and can't be destroyed when you're not online. How you develop your capital city determines your capabilities throughout the rest of the game, and ultimately the direction of your civilization.

For additional FAQs, visit

<http://ageofempiresonline.com/faq/>

SCREEN SHOTS



BUILD YOUR EGYPTIAN CIVILIZATION



GROW YOUR EMPIRE



SHOW OFF YOUR CAPITAL CITY



BUILD YOUR GREEK CIVILIZATION



SET YOUR DEFENSES



ADD AND PROTECT YOUR WONDERS

VIDEO



CONTACT

For press inquiries or to schedule an interview with one of the game developers, contact us at press@ageofempiresonline.com or contact Whitney Strong at Whitney.Strong@Edelman.com or 206-505-6567.

For comments or questions about the game, contact us at community@ageofempiresonline.com

