

## **LARA CROFT: CERTIFIED CYBER CELEBRITY!**

**SAN FRANCISCO, Calif. -- The public's demand for globe trotting adventuress Lara Croft, star of the best selling *Tomb Raider* series of PC and PlayStation video games, is almost insatiable. Lara's reach on the popular consciousness has grown, almost exponentially, over the course of three top-selling games, *Tomb Raider*, *Tomb Raider II* and *Tomb Raider III: Adventures of Lara Croft*.**

In only three short years, Lara has become a 'classic' character. Her new upcoming adventure, *Tomb Raider: The Last Revelation* represents a return to her roots in the ancient tombs of Egypt. It arrives in stores in Sony PlayStation and PC versions this November.

With comic books, action figures, clothing and product lines, plus a live-action feature film on its way, Lara Croft has taken the mainstream by storm. A sought after product spokesperson, Lara has helped advertise the hip *Sci-Fi Channel* in the U.S. and has appeared in European TV advertisements for SEAT cars and Lucozade Energy.

With more than 200 magazine and newspaper covers around the globe, including *The Face*, *USA Today* and *Time Digital*, Lara Croft continues to hold the attention of the world. In late 1998, *Entertainment Weekly* featured her in its 'It' issue, which feted the 100 most creative people in entertainment.

That same year, she was the only virtual character picked as one of *Details* magazine's 'Sexiest Women'. Previously, *Time Digital* included her on an exclusive list of the 50 'cyber-elite in America', ranking her among Bill Gates, Andy Grove, Steve Jobs and George Lucas.

On the broadcast front, Lara Croft segments have appeared on *CNN Showbiz News*, *Fox Network News*, *MTV*, *Hard Copy*, *Inside Edition*, *NBC News* and *National Public Radio*. She has even been interviewed using motion capture technology from trade show floors. Eidos is presently perfecting even more sophisticated techniques that could eventually place Lara on a talk show couch as a guest.

The public restlessly awaits the arrival of a big-budget, live action film version of *Tomb Raider*, presently being produced by Paramount Pictures. Lawrence Gordon, producer of more than 30 films including the successful action franchises *48 Hours* and *Die Hard*, and Lloyd Levin, who oversaw the production of *Point Break* and *Timecop*, will produce the live action-adventure. While there has been endless fan and media speculation on which actress will take the coveted role of Lara, the film's director, Stephen Herek, is keeping quiet. The film is slated for a late 2000 release.

That a Lara Croft film could be a hot commodity is evidenced by the previous success of two *Tomb Raider/Witchblade* comic books, co-created and distributed by Top Cow, Productions Inc. Both were big sellers on the Internet and through store sales. A regular monthly *Tomb Raider* comic slated for a fall debut is also in the works by Top Cow. This follows the glossy coffee table-styled *Lara's Book* which appeared in the summer of 1998 with pithy commentary on the Lara phenomenon from Douglas Coupland, the famed author of the book *Generation X*.

Eidos can barely keep up with the demand for Lara from potential licensees. It seems everybody wants a piece of Lara. For instance, the Elite Modeling Agency, inspired by Lara Croft's success, recently announced that it has created a division to represent virtual models, a new direction in the highly-competitive fashion world.

Former live Lara Croft models such as Rhona Mitra and Nell McAndrew have clung to the Lara persona even after Eidos has replaced them -- a yearly ritual designed to keep Lara's human face continually fresh. Probably the strongest evidence of Lara's continuing celebrity are the hundreds of fan websites devised by her fans, the most comprehensive being *The Croft Times*.

To appease fans who need more than her image in graphic form, a nine-inch tall Lara Croft action figure from Playmates Toys, Inc. and Eidos flew off the shelf last year. This holiday season, Playmates will unveil an entire line of collectible figures to continue the limitless adventures of Lara Croft.

The online Eidos store ([www.eidosstore.com](http://www.eidosstore.com)) continues to keep fans busy ordering Lara Croft T-shirts, calendars, posters and coffee mugs, as well as pricey items such as a \$400 bomber jacket -- just like Lara wears in the game -- and a Swiss army watch embellished with the *Tomb Raider* logo. A clothing line, called 'Lara ©' from the street wear manufacturer Animal is available online as well.

The first female character to star in her own action game series, Lara Croft has made a huge impact at retail. The original *Tomb Raider* sold more than four million units worldwide since its release in 1996. Its successors, *Tomb Raider II* and *Tomb Raider III: The Adventures of Lara Croft* have topped PlayStation and PC game best-seller lists. The entire series has sold in excess of 17 million units, an astounding amount.

Eidos Interactive, Inc. is a leading developer and publisher of interactive entertainment products for the PC, PlayStation, Nintendo 64 and Game Boy Color. Eidos Interactive is part of London-based Eidos plc (NASDAQ: EIDSY) with additional offices in San Francisco, Paris, Hamburg, Singapore and Tokyo. For more information on Eidos Interactive's product line visit <http://www.eidosinteractive.com>.