

LARA CROFT GOES SCI FI

VIDEO GAME HEROINE STARS IN SCI FI CHANNEL'S NEW "I AM SCI FI " TV IMAGE CAMPAIGN

Lara Croft Joins Celebrities Who Define the New Millennium and the Future of SCI FI

SAN FRANCISCO, Calif. June 1999 -- Eidos Interactive's ever-popular video game heroine and cyber-superstar Lara Croft will appear in the SCI FI Channel's bold new celebrity-driven on-air campaign entitled I AM SCI FI. Designed to obliterate the traditional definitions of who and what represent science fiction, the campaign features the dynamic Croft in a 20 second mini sci-fi episode debuting June 18.

The only virtual character selected for the campaign, the adventure-loving pin-up girl of digital entertainment takes her place alongside other celebrities chosen for their cutting-edge personalities: actress/singer Traci Lords, the band Everclear, tennis stars Venus and Serena Williams and rap artist Busta Rhymes.

The heroine of the best-selling PlayStation and computer game series Tomb Raider, Lara Croft was the first female character to star in her own action game series. Croft has achieved pop culture icon status and has her own action figure series, a coffee table anthology, comic book, clothing line, trading cards and a Tomb Raider movie from Paramount Pictures to debut in the year 2000.

"Lara Croft has clearly established herself as one of the most successful characters in the history of gaming. She's the perfect embodiment of a new millennium icon who continues to storm into the mainstream," said Paul Baldwin, vice president of marketing, Eidos Interactive. "Eidos is excited to work with the SCI FI Channel on this innovative campaign."

Lara Croft goes Sci-Fi – page 2

The spot will feature Lara in a special effects-driven scenario demonstrating her innate "sci-fi"-ness and the popular television channel's new direction. In her scene, Lara relaxes by playing video games. Her favorite? Surprisingly, it's not Tomb Raider but PONG.

Croft's spot joins eight others, each ending with the declaration and the campaign's signature tagline "I AM SCI FI." The I AM SCI FI campaign is part of SCI FI's innovative new look designed to reinvigorate the brand.

SCI FI Channel is a USA Company (NASDAQ:USAI) transmitting fantastic images to more than 55 million human homes. SCI FI features a continuous stream of cinematic hits, new and original series, and special events, as well as classic sci-fi, fantasy and horror programming. For more information, go to SCIFI.COM, the SCI FI Channel's award-winning Web site at www.sci-fi.com

Eidos Interactive, Inc. is a leading developer and publisher of interactive entertainment products for the PC, PlayStation, Nintendo 64 and GameBoy 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 www.eidosintercative.com.

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