



TOMB RAIDER BECOMES MILLENNIUM PRODUCT

Lara Croft, the world's most famous cyber-babe, and her adventures in the computer games *Tomb Raider I and II* have been granted Millennium Product status by the Design Council after Tony Blair challenged businesses to demonstrate that Britain is the creative powerhouse of the world.

The news was announced by Trade and Industry Secretary, Peter Mandelson, at the CBI Conference, Birmingham, Monday 2nd November 1998. After his speech, Mr Mandelson visited the Millennium Product stand, run by the Design Council, to present awards to a small selection of handpicked recipients. Core Design was amongst those to personally receive an award. Operations Director Adrian Smith accepted the award on behalf of the company.

Lara Croft is the heroine of computer games *Tomb Raider I and II*. Developed by Core Design in Derby and released by Wimbledon-based Eidos Interactive, the games have set worldwide standards in computer game-play and unit sales. Over eight million copies of the games have been sold worldwide since the release of *Tomb Raider* in December 1996. Lara Croft herself has become the industry's most popular icon.

Jeremy Smith, Managing Director of Core Design, says:

"Tomb Raider is one of the major UK business success stories in the past decade. Its worldwide sales prove that the UK is a major force in the development and distribution of computer games. It is wonderful that acknowledgement of the gaming talent in this country has been recognised. We hope that it will be selected for inclusion of the Millennium Dome".

2.

Andrew Summers, Chief Executive of the Design Council, says:

"We offer our warmest congratulations to 'Tomb Raider' for its selection as a Millennium Product and hope that it will encourage both Core Design and Eidos to continued success in the computer games industry".

- ends -

For further information:

Core Design, Susie Hamilton. susie@core-design.com

Tel: 01332 297797

Fax: 01332 381511