

TOMB RAIDER III

ADVENTURES OF LARA CROFT

Cinema Postcard



DPS Specialist Press ad



Single Page Teaser ad

MARKETING SUPPORT

- Extensive advertising in specialist, lifestyle and trade press.
- TV and radio advertising reaching seven out of ten males (15-34 age group) in the UK.
- Internet advertising.
- Bus super-rears in London from November for four months.
- Movie theatres: collectable postcards will be distributed through movie theatre chains (inc. Virgin Cinemas, UCI, MGM and Showcase).
- Specialist, lifestyle, national press and TV PR campaign.

POS ITEMS

- A2 Pre-release Poster
- A2 Launch Poster
- A1 Landscape Poster
- Window Vinyl
- Open/Closed Sign
- Hanging Mobile
- Life-size Lara Standee
- PC Oversized Dummy Box
- PlayStation Oversized Dummy Box
- Stacked Cube Display
- Counter-top Standee
- 6 Sided Cubes
- Shelf Wobbler
- Free Standing Display Unit



Independents please call our official distributor, CentreSoft, for further information: 0121 625 3906.



Tomb Raider III & Lara Croft © & TM Core Design Limited 1998. © & Published by Eidos Interactive Limited 1998. All Rights Reserved. "L" and "PlayStation" are registered trademarks of Sony Computer Entertainment Inc.



£2.50

THE ENTERTAINMENT COMPUTER TRADE WEEKLY

Monday November 9th 1998

LARA'S BACK...

...AND ON YOUR SHELVES FROM NOVEMBER 20th 1998



THE NEW TOMB RAIDER ADVENTURE

Tomb Raider III combines the atmosphere, vast locations, puzzle and exploration elements of the original Tomb Raider with the action and vehicles of Tomb Raider II to create the best ever game in the series.

Its non-linear levels offer more than one route to completion and a new structure for the order of gameplay offers greater variety by allowing the middle three of the five separate 'adventures' to be played in any order. A new save-game system has also been developed offering 'easy' and 'difficult' options. Improved artificial intelligence has resulted in more sophisticated combat techniques. Enemies react far more realistically, in some instances even running away when initially approached. Lara is also able to sneak past enemies and duck behind objects whilst shooting.

NEW FEATURES

- New graphic enhancements include multi-coloured lighting, rippling water, reflections, fog and changing weather effects.
- Select the order in which you undertake Lara's adventures and also choose the path you take within the levels.
- New vehicles including Kayak, Quad Bike and Underwater Propulsion Unit.
- New weapons such as Grenade Launcher, Desert Eagle and Rocket Launcher.
- New moves including dash, crawl and monkey swing.
- New costumes for Lara.

It's hard
to believe
but I just get
better and
better

WHAT THE PRESS SAY

"Lara's back and looking better than ever."
PC Zone

"Bigger, faster and more challenging than either of the previous games... the new Tomb Raider is the best of the lot."
Ultimate PC

"Tomb Raider III will be absolutely brilliant... might just be the best Raider yet."
Official PlayStation Magazine

"Lara Croft shoots for a Hat Trick and scores."
Play

"Tomb Raider III more than matches up to the previous efforts and could even turn out to be THE Tomb Raider."
PlayStation Power



**TOMB
RAIDER III**
ADVENTURES OF LARA CROFT

ON YOUR SHELVES FROM NOVEMBER 20th!