



SUMMER GROOVIN' WITH LUMINES LIVE!

New Downloadable Content Including

"SOS Charity Campaign Pack" Available on June 27th

GENKI ROCKETS Performance Debut at Live Earth on July 7th

Is it getting hot out there?! Then c'mon inside, chill and groove to the latest additional downloadable packs for LUMINES LIVE!. You can also do your part in helping us and Genki Rockets combat our climate crisis by downloading the "SOS Charity Campaign Pack" featuring a special remix of "Heavenly Star" between June 27th and July 17th. See details below.

WHAT:

Availability of additional downloadable content for LUMINES LIVE! on Xbox LIVE® Arcade:

- **Booster Pack (600 Microsoft points)** - More skins to fulfill your LUMINES addiction! Presenting the latest addition to the Challenge Mode, this Booster Pack features 20 stylish skins including some brand new, never before seen designs. A must-see is the unique collaboration between LUMINES and "Bloomy Girls," a colorful and lively piece created by striking Japanese visual artist/musician Masakatsu Takagi. You can also customize your LUMINES experience by selecting your favorite skins once you have cleared them and line them up with your favorites from other packs.
**Standard Edition is necessary.*
- **Tokyo Club Mix Pack aka SOS Charity Campaign Pack (350 Microsoft points)** - Experience the Tokyo club scene through LUMINES! Bringing you the beats and visuals from four of the hottest DJs, artists and VJs, this Pack is truly one of a kind. Pack includes "Heavenly Star - SOS Remix" by Genki Rockets, "House66" by Sugiumrn, "4x4 Bricks" by Techriders and "Cosmic Humming" by Muku.
**Standard Edition is necessary.*

Help combat our climate crisis! Here's how you can do your part!

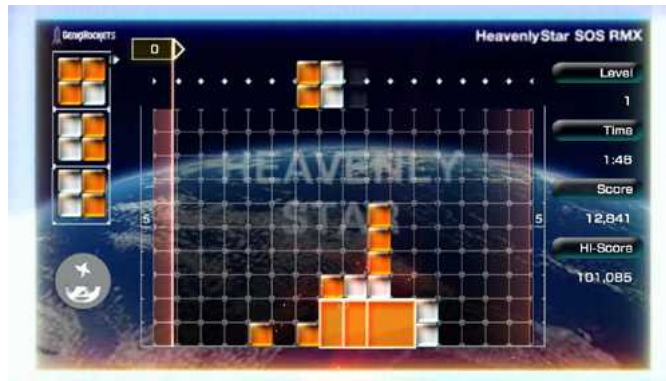
To celebrate the performance debut and participation of Genki Rockets at the Live Earth musical event, Q Entertainment will be donating a portion of its proceeds from the "Tokyo Club Mix Pack" (dubbed "SOS Charity Campaign Pack") which features "Heavenly Star" to climate protection NGOs and causes. Purchases made between June 27th and July 17th apply.

- **Gamer Pic Packs (100 Microsoft points each)** - Finally, a chance to own those cool LUMINES avatars as Gamer Icons! A total of four (4) packs with up to five (5) avatars each. Available for download from Xbox LIVE Marketplace.
- **Theme Pack 1 (150 Microsoft points)** - Give your screen some luminosity and sparks with the very stylish LUMINES Theme Pack 1, exclusively designed by art director Katsumi Yokota. Available for download from Xbox LIVE Marketplace.
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WHEN:

These exciting new packs will be available for download starting **Wednesday, June 27** at 0900 GMT. Don't miss out!





On the heels of their successful debut last September, the Tetsuya Mizuguchi produced hybrid unit, Genki Rockets, have been selected to perform at the Japan venue of the Live Earth concert on July 7, 2007. Genki Rockets will be making their performance debut with "Heavenly Star" and a brand new song called "Breeze."

Initiated by Al Gore, Live Earth is a monumental music event that will bring together more than two billion people on July 7, 2007 to raise awareness about global warming. With 24 hours of music across 7 continents, Genki Rockets will join the performances of more than 150 of the world's top musicians, where Live Earth will engage, connect, and inspire individuals, corporations and governments to take action to solve the climate crisis.

To commemorate this event, Q Entertainment will be donating a portion of its proceeds from the "Tokyo Club Mix Pack" (dubbed "SOS Charity Campaign Pack") which features a remix version of "Heavenly Star" to climate protection NGOs and causes.

"It is a great honor to have been selected to perform at the SOS (Save Our Selves) Live Earth concert, a massive, globally initiated musical event that will raise awareness and help combat our climate crisis," said Genki Rockets producer and Q Entertainment chief creative officer Tetsuya Mizuguchi. "I was overjoyed and surprised when I received the news. It was only a year ago that I started working on Genki Rockets with a simple concept in mind - in 30 years from now, what kind of song would a 17-year old girl from outer space who has never landed on Earth sing to those living on Earth? Thanks to this great opportunity, I now feel a stronger connection with our environment and hope that I can contribute my part to preserve the beauty of this *heavenly star* called Earth."

"Heavenly Star" is currently available for purchase at the iTunes Store US (\$0.99) and the music video can be viewed at <http://genkirockets.space.live.com>, <http://www.myspace.com/genkirockets> and <http://www.youtube.com/profile?user=Qchannel>.



Those with an internet connection will be able to view the Live Earth musical event on July 7, 2007 at <http://liveearth.msn.com>.

About Q ENTERTAINMENT, Inc.

Formed in 2003, Tokyo-based Q ENTERTAINMENT, Inc. creates, produces, and consults in digital entertainment content across multiple game consoles, PC broadband and mobile units. It is best known for their critically acclaimed music and luminary action puzzle game series "Lumines," which was released worldwide in 2004/2005 for the PSP® system (PlayStation®Portable) and has now developed into mobile ("Lumines Mobile"), Xbox Live Arcade ("Lumines Live!") and PlayStation®2 ("Lumines Plus") platforms. Q ENTERTAINMENT's impressive line-up also includes the action puzzle title "Meteos" for the Nintendo DS™ and fantasy action title "Ninety-Nine Nights" for the Xbox 360™.

Founded by principal game creator and Chief Creative Officer Tetsuya Mizuguchi ("Sega Rally" franchise, "Space Channel 5," and "Rez") and industry veteran and Chief Executive Officer Shuji Utsumi (Sony Computer Entertainment America, Sega, Disney), Q ENTERTAINMENT is comprised of experienced designers, programmers, and producers. Q ENTERTAINMENT collaborates with other creators, artists and development studios in Japan and overseas. With a large network and enthusiasm, Q ENTERTAINMENT is always on the "Quest for the future entertainment," anticipating the trends and changes in times to come and brings new value to the game industry with fresh new content. More information can be found on the Internet at <http://www.qentertainment.com>.

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