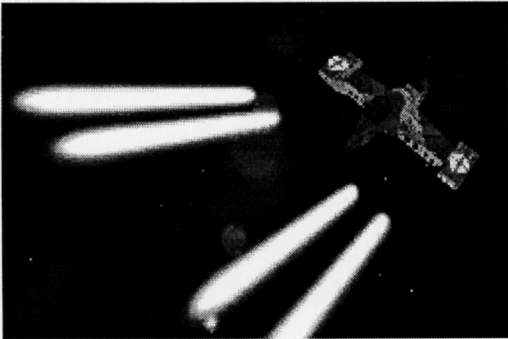


**Cain, Billy**

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**From:** Bradshaw, Patrick  
**Sent:** Thursday, December 04, 1997 12:33 PM  
**To:** PRODUCT MARKETING EUROPE @EAUK, EXCH; EURO SALES MANAGERS @ EAUK, EXCH; FIELD SALES @ EAHQ; SALESMGR @ EAHQ; ML OSI SENIOR MANAGEMENT; ML WCP COMMANDERS; ML MARKETING DEPARTMENT; Kozlowski, David; Becker, Pat; Curran, Laura  
**Subject:** WCP Signs Off!



At long last, our moment of triumph is at hand. The Ultimate Sci-Fi Combat Simulation is about to be unleashed. Gamers from around the globe will be glued to their PCs for hours on end as they courageously defend the Confederation and the entire universe against a powerful new alien menace. With stunning visual effects, a gripping story line, incredible sound and music, and relentlessly addictive gameplay, Wing Commander Prophecy is destined to achieve legendary status.

Ladies and Gentlemen:

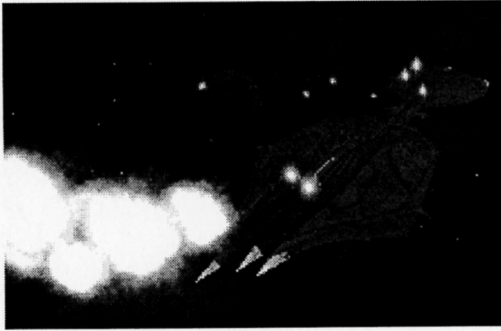


**HAS SIGNED OFF!**

Origin is proud to announce that Wing Commander Prophecy has signed off in all languages and will ship worldwide on December 11th.

To ensure that this incredible product gets the launch it deserves, we have developed a comprehensive plan covering all the bases from retail to print, from to online on-air, and from Beta test to full demo release! Have a look at the North American launch summary enclosed for the details.

Book those ads...  
Secure those endcaps...  
...because Prophecy is coming through!



## WCP LAUNCH SUMMARY

### Retail

The strategy is to own retail at January with endcaps and ads across the board. Although all the final January activity is not yet booked, the current plan looks like this:

|                     |       |                  |                                  |           |
|---------------------|-------|------------------|----------------------------------|-----------|
| Micro Center        | PC CD | Jan. 98          | Broadsheet                       | \$4,000   |
| Circuit City        | PC CD | Jan. 98          | Bits & Bytes                     | \$5,000   |
| EB                  | PC CD | 11/23-11/29      | Primary 4-Way                    | \$1,650   |
| EB                  | PC CD | 11/30-12/06      | Primary 4-Way                    | \$1,650   |
| EB                  | PC CD | 12/07-12/13      | Primary 4-Way                    | \$1,650   |
| EB                  | PC CD | 12/21-12/27      | Sign Stand                       | \$9,500   |
| EB                  | PC CD | 1/15/97          | Catalog                          | \$4,375   |
| Costco              | PC CD | 12/1/97          | 1/12 pg                          | \$8,800   |
| CompUSA             | PC CD | 12/21/97         | Preprint                         | \$19,987  |
| CompUSA             | PC CD | 1/1/97           | Endcap                           | \$65,000  |
| Computer City       | PC CD | December 97      | Insert                           | \$4,000   |
| Computer City       | PC CD | December 97      | Insert                           | \$6,000   |
| Computer City       | PC CD | 1/1/98           | Endcap                           | \$40,000  |
| Best Buy            | PC CD | 12/14/97         | insert                           | \$18,000  |
| Best Buy            | PC CD | 11/16 - 1/3/98   | Coming Soon Board                | \$3,000   |
| Musicland/MediaPlay | PC CD | 12/1/97-12/31/97 | Endcap                           | TBD       |
| Babbages            | PC CD | 1/1/98           | Video                            | N/C       |
| Babbages            | PC CD | 11/14-12/24/97   | Theme Promotion                  | \$0       |
| Babbages            | PC CD | 12/1/97          | Browser Boxes                    | \$3,500   |
| GT                  | PC CD | 12/28/97         | Target Sunday circular           | \$30,000  |
| Best Buy            | PC CD | 1/4-1/31         | New Release/ Best Seller section | \$5,000   |
| Best Buy            | PC CD | 1/18/97          | Insert                           | \$16,000  |
| Egghead             | PC CD | 1/1/97           | Flexi catalog                    | \$4,400   |
| Total               |       |                  |                                  | \$251,512 |

\*Babbage's pre-sell has more than doubled from 403 to 863 in four weeks since the release of the WCP 3Dfx Test Mission.

### **Online Marketing Campaign**

Banner ad campaign

Through 12/31

Sites include Happy Puppy, Games Domain, Imagine Games Network, GameSpot, C/Net GameCenter, Mplayer, TEN and The Dominion

Includes an eight day "Countdown to Launch" campaign

All activity points to [www.wingcommanderprophecy.com](http://www.wingcommanderprophecy.com)

8 sites, 50 days, over 5M guaranteed impressions

\$80K spend

3Dfx test

Presence on 30+ sites

Estimated 150,000 downloads

**Demo**

Date of arrival – Week of 12/8

Anticipated downloads – increase over 3Dfx Test Mission by a factor of 5

**Promotions**

The Dominion online contest during December

EB chat on 12/9 with members of the dev team

Active, continuing dev team online participation

Direct e-mail to registered WCP fans, flight sim fans from Jane's, EA fan list

**Web site**

Activated 6/97

Stage 2 enhancement activation 8/97

Stage 3 enhancement activation 10/97

Stage 4 enhancement activation 12/97

**Print Campaign Recap**

Total spend \$358,000

30+ pages in CGW and PC Gamer

Duration – 10/97 to 2/98

**PR**

Copies of the game have already been rushed to all major reviewers.

In addition to the superlative and comprehensive previews achieved through the last few months, December and January have the following in store for us:

TV – Mark Hamill

"Back Chat" for f/x Network. Airs on 12/14.

Weekend Today Show Aired 12/6

Sci-Fi Channel's Anti Gravity Room Airs this month

Comedy Central's The Daily Show Airs in January

Radio tour – Mark Hamill

24 major markets, over 2,000 additional feeds

**Trade Print**

Print review in all major trade print in January and February

Online Previews – expect these this week and next

TV-Guide Online interview with Mark Hamill (12/2)

GameSpot. 7 -10 page preview (12/5)

cnet Gamecenter "Sneak Peek" (12/5)

OGR 4-5 page interview with team and preview (12/8)

Adrenaline Vault interview with team and preview (12/8)

GamePower (will preview avi files of trailer and game play on 12/5)

**Online Reviews**

GameSpot

Adrenaline Vault

OGR

C/Net Gamecenter

Games Mania

Happy Puppy

Next Gen Online

PC Gamer Online

PC Games Online

Computer Games Strategy Plus Online

**THE ULTIMATE SCI-FI COMBAT SIMULATION HAS BEEN UNLEASHED!**  
**Report for Duty!**