# “Max: The Curse of Brotherhood”

# Fact sheet

# September 2013

**Title:** “Max: The Curse of Brotherhood”

**Publisher:** Microsoft Studios

**Developer:** Press Play

**Genre:** Puzzle adventure

**Platform:** Microsoft Studios to publish on Xbox 360 for download with Xbox Live

**Price:**  TBD

**Age rating:** E10 ESRB/12+ PEGI

**Estimated launch:** Early 2014

**Product overview: “**Max: The Curse of Brotherhood” is a puzzle adventure game that takes you on a journey with Max as he searches for his younger brother Felix, who was taken by a giant monster. Travel with Max through a mystical, blighted fantasy world, using powerful magical abilities to overcome puzzles and enemies to save Felix before it’s too late.

**About Press Play**

Press Play is a multi-award winning game development studio located in Copenhagen, Denmark. Founded in 2006 by Rune Dittmer, Ole Teglbjærg, and Mikkel Thorsted, Press Play has created numerous games but is best known for its original IP: Tentacles and Max and the Magic Marker. Currently in development are Tentacles: Sweet Dreams, Max: The Curse of Brotherhood, and an unannounced original IP.

In 2012, Press Play joined Microsoft Studios in a light-touch acquisition, allowing Press Play to retain full creative control of its projects. As always, Press Play creates original mechanics-driven game experiences for geeks, moms, and other extraordinary people.

**About Xbox**

Xbox is Microsoft’s premier entertainment brand for the TV, phone, PC and tablet. In living rooms or on the go, Xbox is home to the best and broadest games, as well as one of the world’s largest libraries of movies, TV, music and sports. Your favorite games, TV and entertainment come to life in new ways through the power of Kinect, Xbox SmartGlass and Xbox Live, the world’s premier social entertainment network. More information about Xbox can be found online at <http://www.xbox.com>.

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

**Assets**

Assets for “Max: The Curse of Brotherhood” are available on Xbox Wire: <http://news.xbox.com/media> (select Xbox 360 Games 🡪 Max: The Curse of Brotherhood from the left-hand drop-down menus).

**For more information, press only:**

Jen Ignacio, Edelman, (415) 229-7672, jennifer.ignacio@edelman.com

Ken Zhang, Edelman, (206) 505-6565, ken.zhang@edelman.com