



COMMUNIQUE DE PRESSE ++ POUR DIFFUSION IMMEDIATE

## *SBK*<sup>®</sup>*X* : une bande-son en tête des charts pour le champion du monde des deux roues !

**Paris - le 16 avril 2010** – Black Bean Games, éditeur majeur du jeu vidéo, annonce aujourd’hui un partenariat pour le jeu *SBK*<sup>®</sup>*X* avec Warner Music UK et le groupe de rock Biffy Clyro, actuellement en tête des charts avec l’album « Only Revolutions ». Le titre de simulation basé sur la licence du championnat du monde de Superbike et développé par Milestone proposera ainsi deux des chansons les plus populaires du groupe, à savoir « That Golden Rule » et « Mountains ».

« Les deux titres de Biffy Clyro amènent l’impact émotionnel idéal à *SBK*<sup>®</sup>*X*, contribuant ainsi à faire du jeu une expérience immersive au possible. Le rythme intense de la course combiné aux montées d’adrénaline apportées par la musique rock est un ensemble incontournable pour les joueurs ! » déclare Fabrizio Vagliasindi, Strategic Marketing Coordinator à Black Bean Games. Il ajoute « Nous sommes impatients de collaborer à nouveau avec Warner Music, en vue d’apporter à nos jeux la valeur ajoutée incomparable qu’est la musique ».

« Nous avons travaillé en étroite collaboration avec Black Bean Games afin que les morceaux choisis amènent l’ambiance et l’intensité voulus au jeu, tout en conservant l’identité du groupe. Etre partie intégrante de *SBK*<sup>®</sup>*X* est une manière parfaite d’amener un nouveau public à apprécier la musique

de Biffy Clyro, de leur faire découvrir un album majeur, juste au moment de la sortie de leur nouveau single « Bubbles » commente Ali Johnson, Senior Director, Synch Licensing à Warner Music.

Avec deux types de conduite différents, *SBK®X* s'impose déjà comme le titre référence qui mêle simulation pointue et fun de l'arcade. Deux façons de jouer en un seul titre pour satisfaire puristes et amateurs de vitesse ! Retrouvez des modes multijoueurs online étoffés qui, avec leurs nombreuses déclinaisons, vous plongent au cœur de la course. Prévu pour **Mai 2010**, *SBK®X* sera disponible sur Xbox 360®, Playstation 3® et PC.

Points forts :

- Jusqu'à 16 joueurs par course
- 3 modes de jeu personnalisables : Quick race, Time attack et Championnat
- Conduite arcade et simulation pour chaque mode de jeu
- Possibilité d'utiliser son pilote personnalisé dans les modes online
- Classement par temps et score
- Création et personnalisation de championnats

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**Informations-clés :**

**Nom du jeu :** *SBK X*

**Date de sortie :** Fin mai 2010

**Machines :** PlayStation 3®, Xbox360® et PC

**Prix publics conseillés :**

Editions normales : 49.99€ (PlayStation 3®/Xbox360®) 39.99€ (PC)

Special Edition : 59.99€ (PlayStation 3®/Xbox360®)

**PEGI :** 3

**Développeur :** Milestone

**Editeur :** Blackbean

**Distributeur :** Tradewest Games

**Site officiel :** [www.blackbeangames.com](http://www.blackbeangames.com)

**Blog des développeurs :** <http://blog.milestone.it>



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#### **About Tradewest Games**

Tradewest Games est une société polyvalente de l'édition et la distribution de jeux vidéo sur le marché international, dont l'équipe se compose de professionnels issus de l'industrie vidéoludique. Tradewest Games bénéficie également d'un réseau étendu composé de développeurs, d'agences créatives de renom, de sociétés de fabrication et de fournisseurs de service provenant de tous les domaines d'activité du secteur. Les bureaux de Tradewest Games sont implantés à Londres (Grande-Bretagne) et à Paris (France).

#### **About Black Bean Games**

Black Bean Games, publishing label of Lago S.r.l. which is part of the Leader Group, has started establishing itself in 2003 as an important player in the international publishing arena. Leveraging 20 years of market expertise and knowledge, Black Bean Games relies on a strategy focused on original IPs and strong licenses to create unique videogame experiences. Its latest twist brought to concentrate on Racing games and Family and Lifestyle ones.

The first to please 2 wheels enthusiasts with the ever changing editions of SBK® license as well as car drivers passionate for tracks and off-roads experience, the latter to adequate to modern market trends creating new brands such as NewU Fitness First and NatGeo Play!

For further information about Black Bean Games and its products, visit the following web site: [www.blackbeangames.com](http://www.blackbeangames.com)

#### **About Milestone**

Founded in Milan in 1996, Milestone S.r.l. is the biggest Italian developer and it is recognized worldwide as the leading Italian developer of interactive entertainment software specialized in racing videogames. In 2002 Milestone S.r.l. became part of the Leader Group. An obsessive desire for quality combined with an elaborate attention to detail have always been the trademarks and philosophy of the company. SBK® Superbike World Championship series is a clear example. Milestone is developing products for current and next gen platforms: PS2, PSP, Xbox360, PS3, PC as well as for Interactive Television. For further information about Milestone, visit the following website: [www.milestone.it](http://www.milestone.it)

#### **About Biffy Clyro**

Biffy Clyro came together in 1995 in a school in Kilmarnock, just outside of Glasgow, when childhood friends Simon Neil (vocals/guitar) and twins

James (bass/vocals) and Ben Johnston (drums/vocals) started playing music together. United by a love of underground, experimental rock and post-hardcore bands such as Braid and Karate, along with the starrier likes of Guns N' Roses and Metallica, they quickly honed their own unique sound, a mind boggling mix of off-kilter tempos, itchy, unpredictable guitars and soulful choruses.

Their first three albums – 'Blackened Sky', 'The Vertigo Of Bliss' and 'Infinity Land' – arrived in a barrage of creativity, a record released every year and relentless touring building up a small but devoted army of followers. Biffy Clyro's fourth album 'Puzzle' exploded to propel the band out of the underground where they'd been honing their craft and into the mainstream. The gold-selling major label debut went on to shift over 250,000 copies, to the delight of the loyal and passionate fanbase who had been willing them on for the past decade. An overnight success story, this is not.

Team Biffy's ranks grew exponentially when 'Puzzle' came along and stunned listeners with its achingly personal, rich and complex take on rock anthems, and Simon, James and Ben found themselves playing Wembley Stadium with Muse, headlining the John Peel Stage at Glastonbury and gigging with The Rolling Stones. U2 even supported them at a special Little Noise session at London's Union Chapel, although the highlight for the band came when they headlined in front of a hometown crowd at Glasgow's SECC.

After the overwhelming sadness of 'Puzzle', the band's current album 'Only Revolutions' has a sense of joy and determination. Recorded in L.A. with 'Puzzle' producer Garth Richardson (Rage Against The Machine, Red Hot Chili Peppers), and widely acclaimed as one of 2009's finest albums, 'Only Revolutions' has pushed Biffy Clyro firmly into rock's major leagues. The album followed the singles 'Mountains' and 'That Golden Rule' into the Top 10 and has already sold over 250,000 copies in the UK alone. Having recently played a sold-out UK tour that included two rapturously received homecoming shows at Glasgow Barrowland and a landmark show at Brixton Academy, Biffy Clyro will continue to forge ahead in the coming months with another major headline tour and festival appearances including Reading, Leeds, T in the Park and Isle of Wight.

#### **About Infront Motor Sports**

Infront Motor Sports became part of the leading international sports marketing agency Infront Sports & Media based in Switzerland in May 2007. The company is one of the leading promoters in motor sports and was originally founded in 1975 by Maurizio Flammini.

Since 1989 the Rome-based organisation has been the promoter of the FIM Superbike World Championship, sanctioned by the Fédération Internationale de Motocyclisme (FIM), in addition to the FIM Supersport World Championship and the two support classes, the Superstock 1000 FIM Cup and the UEM European Superstock 600 Championship.

The organization has its origins in sport and can boast a wealth of experience – thirty years – alongside the most important institutions and national as well as international federations. Infront Motor Sports' commitment exalts the great value of sport as an occasion for getting together and as a vehicle for communication.

The FIM Superbike World Championship® today represents, together with Formula 1 and MotoGP, one of the three global products of world motor sport, a heritage of undisputed value for the fans and an exceptional marketing and communications vehicle for the manufacturers and associated firms.

In 2008 the SBK Superbike World Championship® achieved the following: more than 2 billion worldwide television viewers live broadcasts on 97 television networks covering 175 countries, 3.500 broadcast hours with a television media value in excess of US\$ 780 million, over 1,000,000 race spectators, over 8 million Internet site unique visitors on [www.worldsbk.com](http://www.worldsbk.com).

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