

Hip-Hop Entrepreneur Mark Ecko's Video Game Goes Gold

Written by Robert ID2300

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Marc Ecko, the visionary behind several of today's most respected hip-hop lifestyle brands; and Atari Inc. have announced that Marc Ecko's *Getting Up: Contents Under Pressure* has gone gold and is on schedule to ship to stores nationwide on February 14 in North America and on February 17 in Europe.

Set in the city of New Radius, Marc Ecko's *Getting Up: Contents Under Pressure* features a world where freedom of expression is suppressed by a tyrannical city government. In the game, players assume the role of Trane - an unlikely hero just looking to get up until he realizes there is much more at stake. Gamers learn and master various graf skills, starting as a toy (beginner) graffiti artist and using street-smarts, athletic prowess and vision necessary to become an "All City King," the most reputable of all graffiti artists. During their quest, players risk their lives navigating vertical landscapes while battling rival crews, a corrupt Mayor and the city's Civil Conduct Keepers (CCK) all in an effort to reach the sweet spots of New Radius, where a well-placed tag brings respect and reputation. Gamers also find themselves with an even greater burden - to use their high-wire graffiti talents to expose the oppressive mayor and set the city free.

"Marc Ecko's *Getting Up: Contents Under Pressure* fuses authentic urban culture and multi-faceted gameplay in a way gamers have never seen before," said Marc Metis, senior vice president, marketing, Atari, Inc. "Consumers are looking for something new, unique, and original in gaming, and this game delivers it."

Getting Up: Contents Under Pressure includes a variety of star-studded voice talent such as renowned hip-hop rap artist Talib Kweli, hip-hop entrepreneur Sean "Diddy" Combs, Rosario Dawson, Brittany Murphy, George Hamilton, Giovanni Ribisi, Adam West, Andy Dick, Charlie Murphy, hip-hop rap artist The RZA and Michael "M.C. Serch" Berrin.

More than 65 graffiti artists have lent their signature tags and art to the game's urban environments, while six legendary artists - Cope 2, FUTURA, OBEY: Shepard Fairey, Seen, Smith and T-kid - have served as in-game mentors to the game's lead protagonist.

In addition, Atari and Mr. Ecko, through the support of Mr. Combs' legendary A&R skills, have assembled an impressive soundtrack featuring an array of licensed music and various original tracks, including an exclusive version of the late NY hip-hop rap artist Notorious B.I.G.'s "Who

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"Shot Ya," remixed by Serj from the band System of a Down; "Clik, Clak, and Spray" from Pack FM; "Book of Judges" from Pharoahe Monch; and "Getting Up Anthem: Part 1," performed by legendary Hip- Hop rap artist Rakim and Talib Kweli.

Developed by The Collective, Marc Ecko's Getting Up: Contents Under Pressure is rated "M" for Mature and will be available for the PlayStation(R) 2 computer entertainment system, Xbox(R) video game and entertainment system from Microsoft, and Windows. A mobile version is currently available through Glu Mobile. For additional information about the game please visit <http://www.gettingup.com>

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