

## Brady Quinn teams up with Xbox 360 to 'kick off' his pro career

by Bend Weekly News Sources

Heisman Trophy finalist and Xbox 360 to provide first insider's look at the road to becoming a professional.

Microsoft today announced that former University of Notre Dame quarterback Brady Quinn has teamed up with Xbox 360 to give fans an inside look at the fast track to the pros. The Xbox team will chronicle Quinn's weekly routine for fans, which will include his favorite video games, workouts and training sessions leading up to the 2007 draft on April 28. Quinn will share with fans his quest to become a pro through a weekly blog every Friday, beginning Feb. 9, only on Xbox.com. In addition, exclusive high-definition videos of select pre-draft workouts and training sessions along with footage of Quinn's everyday activities and appearances will be available for download on Xbox Live Marketplace throughout March and April.

"Our gamers love football, and football players love to game," said Mike Fischer, director of U.S. Marketing for Xbox at Microsoft. "Brady Quinn exemplifies what we were looking for in an athlete: He's focused and driven, and generates a lot of excitement when he's on the field. I'm looking forward to giving football fans a behind-the-scenes look at what it takes to make it in the pros."

The program culminates on April 27 with a Game with Fame session in which fans will have a chance to get a unique glimpse of what goes through the head of a professional prospect on the eve of the draft. Xbox Live Gold members will have the chance to talk with Quinn about his hopes for draft day and play video games with him on one of the leading online gaming and digital entertainment services, Xbox Live. Fans can log on to <http://www.xbox.com/> in the coming weeks to learn how to qualify for the upcoming Game with Fame session as well as to check out Quinn's blog and a profile of the budding star.

"I'm humbled by the opportunity to give fans a rare look at the physical and mental preparation it takes to make it in the pros," Quinn said. "I'm excited to connect with people through Xbox as well as look forward to learning more about the video game community. I can't wait for the opportunity to kick back with the Xbox 360 community, chat about my experience and unwind with them over a few games on Xbox Live."

Quinn, the Maxwell Award winner for college football's top player in 2006, was also a finalist for this past season's Heisman Trophy. The former Fighting Irish player was named the Cingular All-America Player of the Year during his senior campaign and garnered the Johnny Unitas Golden Arm Award as the nation's top quarterback. Quinn also received other All-American awards and finished his career at Notre Dame owning more than 30 school records.

According to the August 2006 Universal McCann Daily Activities Survey, nearly 50 percent of gamers (45 percent, males 18-34) actively participate in sports at least once a month compared with only one-third of non-gamers (males 18-34). Due to gamers' passion for athletics, sports titles represent nearly 30 percent of all Xbox 360 games sold.

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