

Equines are Hot in Gaming

New horsey video game launched.

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Horses are the new "top dog" in the virtual world. Just weeks after Atari announced the upcoming release of its "My Horse and Me" video game, D3Publisher of America, Inc., announced the upcoming release of "Horse Life," a game exclusively for the Nintendo DS. Anticipated to ship in November 2007, "Horse Life" will immerse players in the equestrian world by putting a horse right inside of their DS. Using the touch screen and microphone, players must keep their horse happy and fit by feeding them, cleaning their stall and riding them. Most importantly, players will put their training to the test by participating in national and international competitions to earn prestige and money to become a great champion.

"For every parent whose children have pleaded for them to buy a horse, 'Horse Life' offers a very fun and interactive way to own and raise a horse without the high costs and need for acres of land," says Alison Quirion, vice president of marketing, D3PA. "Any young girl would love to have their own horse to pamper and love, and now they can with 'Horse Life.'"

Players will have the ability to choose from three horse breeds, French Saddle, English Thoroughbred and Thoroughbred Arabian that they can customize by choosing the name and coat color. Once players begin their training they can visit the Tack Shop to purchase over 80 different items such as clothing, saddles or food and treats for their horse. As players complete levels of competition, they will unlock the ultimate prize, a secret horse breed!

"Horse Life" is under development by Neko Entertainment and is rated "E" (Everyone) by the ESRB.