



Fujikon Industrial Holdings Ltd.
富士高實業控股有限公司

<For Immediate Release>

FUJIKON PARTNERS WITH MICROSOFT

TO DEVELOP XBOX 360 AND XBOX *LIVE* BUNDLED HEADSETS

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(Hong Kong, 13 October 2005) – Leading Hong Kong electro-acoustic product designer and manufacturer Fujikon Industrial Holdings Limited (“Fujikon” or “the Group”)(Stock Code: 0927) announced that it has been appointed by Microsoft Corporation (“Microsoft”) as its hardware supplier to develop and manufacture wired headsets for inclusion with select Xbox 360™ and Xbox *Live*™ packages.

Mr. Johnny Yeung Chi Hung, Chairman of Fujikon, said, “I’m glad that we have a partner in Microsoft to bring high quality sound products to users, making video games even more enjoyable. This alliance with Microsoft evidences Fujikon’s status as a preferred electro-acoustic supplier for world-class customers, and also that our commitment to the highest quality level, superb engineering and technological capabilities, and scalable production are well-recognized.”

The new Xbox 360 video game and entertainment system from Microsoft, places players at the center of the experience, while the Xbox 360 Headset lets gamers use voice chat over Xbox Live and utter voice-commands for games with these built-in features. To be launched in this coming holiday season, Xbox 360 marks the beginning of a new era of digital entertainment, and Xbox *Live* is where games and entertainment come alive, the only unified online video gaming arena where players can engage each other in games anytime, anywhere, without the hassle of wires. The new Xbox 360 system, plus Xbox *Live* complemented by the Xbox 360 headset, promises maximum pleasure for players of video games. In addition to strategizing with teammates, players on Xbox Live can trash-talk opponents or chat with friends while playing favourite games. Players can also leave short messages for friends and family using Xbox *Live* or connect with buddies online using the headset.

Xbox 360 Headset

- Boom microphone can be adjusted for optimal sound quality
- In-line volume control and mute switch let users adjust sound volume or switch mute on and off easily



- Noise-canceling microphone improves game response to voice commands, and provides crisp and clear voice communication
- Lightweight, over-the-head design enables comfortable use
- The headset plugs directly into either the Xbox 360 Controller or Xbox 360 Wireless Controller for easy use

“Xbox 360 redefines what video games look like, sound like, feel like and play like. Riding on this alliance, we are well positioned to capture the abundant opportunities in the booming video game industry. Shipment of the new Xbox 360 headset has commenced in the third quarter this year. Looking ahead, I am confident that our multimedia products will contribute a larger share to our business, and ultimately enable us to bring more benefits to our shareholders,” concluded Mr. Yeung.

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