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**From:** Aaron Greenberg </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-AARON GREENBERG>  
**To:** Shon Damron; John Dongelmans; Kenny Birge  
**Sent:** 8/17/2019 4:05:12 PM  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

I think this looks good, I would exclude Minecraft from your list.

I think we also need a Q&A on why certain titles like Outer Worlds or Psychonauts 2 are shipping on other consoles?

Speaking to how there are times when we have acquired studios where existing commitments to other platforms already existed and we obviously want to honor those. But going forward these studios will focus on making games for our platforms.

I would also suggest in general we try to avoid calling Switch a console, as it is really a portable gaming device. As we think about the future with Scarlett and PS5 the more people realize they need to buy our console to play these games not get caught up in a title like Ori on Switch the better.

Let me know if that makes sense?

Thanks,  
Aaron

**From:** Shon Damron <sdamron@microsoft.com>  
**Sent:** Saturday, August 17, 2019 7:59 AM  
**To:** Aaron Greenberg <aarongr@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Kenny Birge <kennyb@microsoft.com>  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Thanks, Aaron. We updated the FAQ to reflect your and Phil's comments.

**Q: What is Microsoft's position on exclusives?**

A: Our Xbox Game Studios franchises are our established home base from which we expand to new devices, new audiences and new technologies. Franchises like Minecraft, Halo, Gears and Forza and others have built over a decade of foundational strength in terms of awareness, relevance and emotional connection to our players. In addition, new IP such as Sea of Thieves and future titles from the new studios that have joined our Xbox family will focus on our platforms. We remain committed to bringing the best games and content to our fans.

**From:** Aaron Greenberg <aarongr@microsoft.com>  
**Sent:** Thursday, August 15, 2019 2:22 PM  
**To:** Shon Damron <sdamron@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Kenny Birge <kennyb@microsoft.com>  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

In short that the new studios we have acquired will focus on our platforms.

Next Hellblade, next Outer Worlds, etc will come to Xbox console, PC, gamepass, etc.

**From:** Shon Damron <sdamron@microsoft.com>  
**Sent:** Thursday, August 15, 2019 2:09 PM  
**To:** John Dongelmans <johndon@microsoft.com>; Aaron Greenberg <aarongr@microsoft.com>; Kenny Birge

<kennyb@microsoft.com>

**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

I am wondering the same.

**From:** John Dongelmans <johndon@microsoft.com>

**Sent:** Thursday, August 15, 2019 2:08 PM

**To:** Aaron Greenberg <aarongr@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Kenny Birge <kennyb@microsoft.com>

**Subject:** Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Does anyone know what he wants specifically? Do we need to tweak our messaging?

Thanks,

John

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**From:** Phil Spencer <philsp@microsoft.com>

**Sent:** Thursday, August 15, 2019 2:03 PM

**To:** Shon Damron; Gaming LT

**Cc:** Kenny Birge; John Dongelmans; Jason York; Jorg Neumann; Regan O'Leary; Daniel Smith

**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

**From:** Shon Damron <sdamron@microsoft.com>

**Sent:** Thursday, August 15, 2019 1:57 PM

**To:** Gaming LT <gaminglt@microsoft.com>

**Cc:** Kenny Birge <kennyb@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Jason York <jayork@microsoft.com>; Jorg Neumann <jorgn@microsoft.com>; Regan O'Leary <regano@microsoft.com>; Daniel Smith <dansmith@microsoft.com>

**Subject:** FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Hi all,

We wanted to share with you that on Monday, August 19th, Nintendo Europe via their Indie World showcase video will announce that our 1PP title, Ori and the Blind Forest: Definitive Edition, will be available on Switch on 9/27. This will be the second 1PP title (Minecraft being the first) that will be released for the Nintendo Switch.

We anticipate a positive reaction from the community but expect some media may ask if more Xbox titles will be available on competitive platforms. In preparation for these questions, we have reactive FAQ ready, see below.

#### Key PR Dates and Tactics

- Ori and the Blind Forest: Definitive Edition will be announced via their Indie World showcase video next Monday, August 19th at 6:00 am PST. The announce trailer will release at 7:00 am PST.
- The release date is planned for September 27th

- The official pre-order on Switch market place will not be available until early September, tentatively 9/13
- Xbox Wire post to go live once Nintendo Europe publishes the news
- Comms amp to our aliases to amplify the news
- Proactive buddy email to key global media to highlight the news
- Major Nelson social media support
- Xbox social media support

## Key Dates

Date	Theme	Notes
8/19	Nintendo Indie World	6AM PST stream. 7AM trailer/eShop page live
8/23	Final LotCheck Submission	
8/28	Nintendo Marketing: Learn More	Audience: 13+ Switch owning fans. 2PM PST
8/29	Nintendo Hands-on Press Event	Pending alignment with Nintendo
9/13	Pre-Sale Live	9AM PST
9/13	Demo Live	9AM PST
9/27	Digital Release	9AM PST

## Reactive FAQ

### Xbox + Nintendo

- **Does this mean Ori and the Will of the Wisps is coming to Nintendo Switch?**
  - We have no news to share on that at this time.
- **Why is Ori a good fit for the Nintendo Switch?**
  - “Ori and the Blind Forest” is a beloved award-winning franchise. We are excited to bring this unique experience to all fans on Nintendo Switch to enjoy.
- **Why bring the game to Nintendo Switch now?**
  - “Ori and the Blind Forest” was originally an Xbox console exclusive but the opportunity to partner between Nintendo, Microsoft and Moon Studios to bring the game to Nintendo Switch fans is something we are all excited about.
- **Is “Ori and the Blind Forest’s” arrival on Nintendo Switch indicative of the availability of future Xbox first-party game releases?**
  - We’re excited to be able to bring “Ori and the Blind Forest” to even more players but can’t speak for future titles.
- **What does Microsoft/Xbox get out of this?**
  - Helping Moon Studios bring its game to even more fans so that they can experience the stunningly beautiful action of “Ori and the Blind Forest” allows us to connect with new gamers through the best in class service of Xbox Live.

· **Does this mean that Xbox Live may be used more regularly by developers on Nintendo Switch in the future?**

- Our vision is to deliver the games people want to play, across the devices they want to play on, connected to the people they want to play with. Similar to the way we work with partners to deliver cross-network play with games like “Minecraft,” “Rocket League” and “Fortnite” or enabling cross-device play, we are supportive of new scenarios that enable more people to play and have fun together.

· **Does Microsoft benefit financially from this?**

- We don't discuss the details of our business partnerships.

· **What is Microsoft's position on exclusives?**

- Our Xbox Game Studios franchises are our established home base from which we expand to new devices, new audiences and new technologies. Franchises like *Minecraft*, *Halo*, *Gears* and *Forza* have built over a decade of foundational strength in terms of awareness, relevance and emotional connection to our players. We remain committed to bringing the best games and content to our fans.