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**From:** Aaron Greenberg </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-AARON GREENBERG>  
**To:** Matt Booty; Kenny Birge  
**Sent:** 8/22/2019 6:34:27 AM  
**Subject:** Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

[REDACTED]

[REDACTED]

[REDACTED]

Aaron

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**From:** Matt Booty <mbooty@microsoft.com>  
**Sent:** Thursday, August 22, 2019 8:24 AM  
**To:** Aaron Greenberg; Kenny Birge  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

The part that baffles me is that we say:

[REDACTED]

[REDACTED]

So bizarre to me.

Hopefully this all settles down. I sent out an email to Studios saying [REDACTED] and once I give it some time for reactions/feedback, I'll send it

around to GLT.

Thanks for being in Germany and representing us.

Gears Pop! launches tomorrow and I'm expecting P3's Twitter to light up which in turn will cause our inboxes to light up... :-)

**From:** Aaron Greenberg  
**Sent:** Wednesday, August 21, 2019 11:20 PM  
**To:** Matt Booty <mbooty@microsoft.com>; Kenny Birge <kennyb@microsoft.com>  
**Subject:** Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Got it, thanks Matt and appreciate the note on how it was handled.

Sounds like we are still debating how and what we want to say about that.

Unfortunately my full two days of back to back interviews are done.

With that said the messaging on our studios focusing on our platforms has landed very positively with the core Xbox fans, [REDACTED]

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**From:** Matt Booty <mbooty@microsoft.com>  
**Sent:** Thursday, August 22, 2019 8:08 AM  
**To:** Aaron Greenberg; Kenny Birge  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

All good, sir.  
Zero issue from me on how you've handled it all.

**From:** Aaron Greenberg

**Sent:** Wednesday, August 21, 2019 11:00 PM

**To:** Matt Booty <mbooty@microsoft.com>; Kenny Birge <kennyb@microsoft.com>

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

It's been an interesting position here and have really tried my best in messaging prep and reviewing all materials repeatedly to accurately land the messaging I was asked to deliver.

Always open to feedback, note some of the dialogue on messaging continued after it was locked and our interviews on the ground started.

With that said, I believe I have used the specific and rather complex messaging accurately.

[REDACTED]

I understand that [REDACTED]. We have historically focused on our platforms at launch and shared those details later down the road.

Note after two very full days with media, I do not have any other media interviews on my schedule at this point, but please let me know if I can help in any other way.

Aaron

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**From:** Matt Booty <mbooty@microsoft.com>

**Sent:** Thursday, August 22, 2019 3:52 AM

**To:** Kenny Birge; Aaron Greenberg

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

[REDACTED]

[REDACTED]

[REDACTED]

Super well put.

**From:** Kenny Birge  
**Sent:** Wednesday, August 21, 2019 5:57 PM  
**To:** Matt Booty <mbooty@microsoft.com>; Aaron Greenberg <aarongr@microsoft.com>  
**Subject:** Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Thanks, Matt. I did my best to block dialogue on broader thread. We jammed the team on getting a message out, over the wknd. I have \*no\* concerns with this quote. Team delivered on ask relative to protecting reason to buy Scarlett.

There is a level of regression on our last few years of expansive/open language we are apparently/unfortunately going to now hedge on to secure base, before we inevitably flip back after seeing Scarlett momentum/traction.

GetOutlook for Android

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**From:** Matt Booty <mbooty@microsoft.com>  
**Sent:** Wednesday, August 21, 2019 5:25:24 PM  
**To:** Kenny Birge <kennyb@microsoft.com>; Aaron Greenberg <aarongr@microsoft.com>  
**Subject:** FW: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

**From:** Matt Booty  
**Sent:** Wednesday, August 21, 2019 5:24 PM  
**To:** Phil Spencer <philsp@microsoft.com>  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

[REDACTED]

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

**Sent:** Wednesday, August 21, 2019 5:14 PM

**To:** Matt Booty <mbooty@microsoft.com>; Kenny Birge <kennyb@microsoft.com>; Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

**Cc:** 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>; Aaron Greenberg <aarongr@microsoft.com>; Sophie Orlando <soorla@microsoft.com>; Shon Damron <sdamron@microsoft.com>

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

From the article:

However, going forward, Greenberg was keen to clarify this doesn't set a precedent for the sequel: "Our plans with Ori and the Will of the Wisps is to launch it exclusively on Xbox One and on the PC."

Sent from Mail for Windows 10

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**From:** Matt Booty <mbooty@microsoft.com>

**Sent:** Tuesday, August 20, 2019 7:50:09 PM

**To:** Phil Spencer <philsp@microsoft.com>; Kenny Birge <kennyb@microsoft.com>; Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

**Cc:** 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>; Aaron Greenberg <aarongr@microsoft.com>; Sophie Orlando <soorla@microsoft.com>; Shon Damron <sdamron@microsoft.com>

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

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Phil Spencer

**Sent:** Tuesday, August 20, 2019 12:54 PM

**To:** Kenny Birge <kennyb@microsoft.com>; Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

**Cc:** 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>; Aaron Greenberg <aarongr@microsoft.com>; Sophie Orlando <soorla@microsoft.com>; Shon Damron <sdamron@microsoft.com>

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

It's still kind of confusing:

- 1) If Moon asked us to take Ori to PS4 would we?
- 2) Is the next Ori going to Switch?

Phil

**From:** Kenny Birge <kennyb@microsoft.com>

**Sent:** Tuesday, August 20, 2019 12:07 PM

**To:** Phil Spencer <philsp@microsoft.com>; Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

**Cc:** 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>; Aaron Greenberg <aarongr@microsoft.com>; Sophie Orlando <soorla@microsoft.com>; Shon Damron <sdamron@microsoft.com>

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

Note, today we should begin to see our statement pop in coverage based on Aaron's gamescom interviews and follow up to previously published stories.

**From:** Kenny Birge

**Sent:** Monday, August 19, 2019 10:09 AM

**To:** Phil Spencer <philsp@microsoft.com>; Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

**Cc:** 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>; Aaron Greenberg <aarongr@microsoft.com>; Sophie Orlando <soorla@microsoft.com>; Shon Damron <sdamron@microsoft.com>

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

**Importance:** High

All – For context, we are dealing with two separate scenarios that have the potential to be interpreted similarly [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] We are working on our recommended approach for the pre-X0 beat and will circulate post-gamescom.

As part of last week’s discussion we also expected today’s announcement of Ori and the Blind Forest to potentially expose questions relative to our POV on platform support.

We’ve developed the below statement for us to use in the short term including during our press engagements at gamescom. [REDACTED]

[REDACTED]

**Q: Why are certain titles shipping on other consoles?**

A: For Ori:

Moon Studios, the developer of “Ori and the Blind Forest,” is an independent team who wanted to bring the original Ori to more players on the Switch and we were happy to work with them to make that happen.

For all others:

The past year has been an exciting time for us as we have more than doubled the internal creative teams making up Xbox Game Studios. As these new studios transitioned in, we were aware of some existing commitments to other platforms and will honor them. However going forward these new studios will focus on making games for our platforms and we have no plans to further expand our exclusive first party IP to other consoles. We continue to believe deeply in cross play and progression of games with the right flexibility for developers to insure a fair and fun experience.

We will be closely monitoring dialogue surround our 1PP platform POV coming out of gamescom and will be factoring learnings in to our pre-X0 beat where we’ll discuss in more depth.

Please let us know if you have feedback or questions.

K

**From:** Phil Spencer <[philsp@microsoft.com](mailto:philsp@microsoft.com)>

**Sent:** Sunday, August 18, 2019 4:50 PM

**To:** Mike Ybarra <[mikey@microsoft.com](mailto:mikey@microsoft.com)>; Shon Damron <[sdamron@microsoft.com](mailto:sdamron@microsoft.com)>; Gaming LT <[gaminglt@microsoft.com](mailto:gaminglt@microsoft.com)>

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

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

We talked about this in GLT and I think Kenny and Matt took the action item to create clarity here.

Phil

Sent from [Mail](#) for Windows 10

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**From:** Mike Ybarra <[mikey@microsoft.com](mailto:mikey@microsoft.com)>

**Sent:** Saturday, August 17, 2019 6:55:43 PM

**To:** Shon Damron <[sdamron@microsoft.com](mailto:sdamron@microsoft.com)>; Gaming LT <[gaminglt@microsoft.com](mailto:gaminglt@microsoft.com)>

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

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

[REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Mike

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**From:** Shon Damron <[sdamron@microsoft.com](mailto:sdamron@microsoft.com)>  
**Sent:** Saturday, August 17, 2019 8:01:46 AM  
**To:** Gaming LT <[gaminglt@microsoft.com](mailto:gaminglt@microsoft.com)>  
**Cc:** Kenny Birge <[kennyb@microsoft.com](mailto:kennyb@microsoft.com)>; John Dongelmans <[johndon@microsoft.com](mailto:johndon@microsoft.com)>; Jason York <[jayork@microsoft.com](mailto:jayork@microsoft.com)>; Jorg Neumann <[jorgn@microsoft.com](mailto:jorgn@microsoft.com)>; Regan O'Leary <[regano@microsoft.com](mailto:regano@microsoft.com)>; Daniel Smith <[dansmith@microsoft.com](mailto:dansmith@microsoft.com)>  
**Subject:** RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

As a follow-up, we anticipate media may have questions about first-party games being made available on other platforms and the PR team has reactive messaging prepared to handle that.

For any press inquiries, please contact Regan or myself who can help with responding to media.

Thanks,  
Shon

**From:** Shon Damron  
**Sent:** Thursday, August 15, 2019 1:57 PM  
**To:** Gaming LT <[gaminglt@microsoft.com](mailto:gaminglt@microsoft.com)>  
**Cc:** Kenny Birge <[kennyb@microsoft.com](mailto:kennyb@microsoft.com)>; John Dongelmans <[johndon@microsoft.com](mailto:johndon@microsoft.com)>; Jason York <[jayork@microsoft.com](mailto:jayork@microsoft.com)>; Jorg Neumann ([jorgn@microsoft.com](mailto:jorgn@microsoft.com)) <[jorgn@microsoft.com](mailto:jorgn@microsoft.com)>; Regan O'Leary <[regano@microsoft.com](mailto:regano@microsoft.com)>; Daniel Smith <[dansmith@microsoft.com](mailto: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.