

'South Park' Launches 'South Park Let's Go Tower Defense Play!' Video Game Exclusively On Xbox LIVE Arcade On Wednesday, October 7

New Downloadable Game Offers A 'South Park' Spin On Tower Defense Games Allowing Users To Play As Their Favorite 'South Park' Character To Protect The Town From Evil Ginger Kids, Hippies, Crab People And Many Other 'South Park' Mortal Enemies New Episodes Of 'South Park' Premiere On COMEDY CENTRAL On Wednesday, Oct. 7 At 10 P.M.

NEW YORK, Oct 07, 2009 -- South Park Digital Studios LLC announced today that the foul-mouthed fourth-graders are armed and ready to protect their mountain town with the launch of the video game "South Park Let's Go Tower Defense Play!" The downloadable game, which allows players to become Cartman, Kyle, Kenny or Stan as well other favorite "South Park" characters, will be available on Wednesday, October 7, for 800 Microsoft points exclusively on Xbox LIVE Arcade, the leader in digitally distributed games. To purchase the "South Park" game online visit <http://www.xbox.com/en-US/games/splash/s/southparklgtgtdpxbla/>. New episodes of the Emmy® and Peabody Award-winning series also kick-off today on COMEDY CENTRAL at 10:00 p.m. ET/PT.

"South Park Let's Go Tower Defense Play!" was developed by South Park Studios and Double Six, and published by Microsoft Game Studios. It puts a "South Park" spin on the popular tower defense game genre and features original "South Park" animation, new music and voices recorded specifically for the game.

"South Park Let's Go Tower Defense Play!" is a fast paced action and strategy game where players become Stan, Kyle, Kenny, Cartman or one of 11 other "South Park" characters. The players goal is to protect the town of South Park by taking deadly aim with snowballs, using each kid's unique special ability and employing devious tower defense strategies to defeat the evil ginger kids, hippies, crab people and many other South Park's mortal enemies.

A truly multi-player game, team up with up to four other players to take on the town's foes or explore the extra-tough challenge levels. Only on Xbox LIVE Arcade can you find a growing library of fun games to play, with the convenience of being able to download it straight from Xbox LIVE.

Launched in 1997, "South Park," now in its 13th season, remains the highest-rated series on COMEDY CENTRAL. "South Park" repeats Wednesdays at 12:00 a.m., Thursdays at 10:00 p.m. and 12:00 a.m. and Sundays at 10:00 p.m., 11:30 p.m. and 3:00 a.m. (all times ET/PT).

Trey Parker and Matt Stone are co-creators and executive producers of the Emmy® and Peabody® Award-winning "South Park," with Anne Garefino also serving as executive producer.

South Park Digital Studios, LLC is a joint venture between MTV Networks and Matt Stone & Trey Parker, the creators of the hit television show "South Park." South Park Digital Studios operates all of the digital businesses based on "South Park," including online, video gaming, digital distribution and digital goods, as well as new adult animation projects. The digital operations include the U.S. Web site, SouthParkStudios.com, and local versions of the site in Germany, the United Kingdom, Ireland, Netherlands, Finland, Norway, Sweden and Denmark, the show's first entry into video gaming in ten years and a wide array of other applications and products. SouthParkStudios.com has become one of the leading television show Web sites with more than 35 million videos streamed each month and user visits averaging nearly 40 minutes.

[COMEDY CENTRAL](http://www.comedycentral.com), the only all-comedy network, currently is seen in more than 95 million homes nationwide. COMEDY CENTRAL is owned by, and is a registered trademark of, Comedy Partners, a wholly-owned division of [Viacom](http://www.viacom.com) Inc.'s (NYSE: VIA and VIA.B) MTV Networks. COMEDY CENTRAL's Internet address is www.comedycentral.com. For up-to-the-minute and archival press information and photographs visit [Press Central](http://www.comedycentral.com/press), COMEDY CENTRAL's press Web site at www.comedycentral.com/press.

SOURCE COMEDY CENTRAL Corporate Communications

<http://www.comedycentral.com>