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Nintendo Sheds “Family Friendly” Reputation with MadWorld’s Release

National Institute on Media and the Family Urges Parents to Watch What Their Kids Watch, Play What Their Kids Play.

MINNEAPOLIS— In response to SEGA’s **MadWorld** release, the violent, killer-game developed exclusively for the Wii, the National Institute on Media and the Family issued the following statement:

Statement of Dr. David Walsh, president of the National Institute on Media and the Family:

“The release of MadWorld for the Wii brings violent video games to a once family-friendly platform. In MadWorld, gamers use the Wii Remote to make the necessary physical actions to chainsaw an opponent in half, impale an enemy with a signpost or decapitate a victim with a golf club. MadWorld is another reminder that parents need to make sure they *watch what their kids watch and play what their kids play*.

“In the past, the Wii has successfully sold itself as being the gaming console for the entire family and a way to bring family-game nights back into people’s living rooms. Unfortunately, Nintendo opened its doors to the violent video game genre. The National Institute on Media and the Family hopes that Nintendo does not lose sight of its initial audience and continues to offer quality, family-friendly games.”

MadWorld, published by SEGA and developed by Platinum Games, has been promoted as the most over-the-top, violent and vulgar video game. Players can pull the beating heart out of their victim’s chest and crush it in their hands or according to the IGN review, “impale the enemy with a rusty spike, which penetrates his body and rips through his mouth in a bloody fountain.” The game’s visuals are entirely black and white other than the red of blood that highlights and glorifies the gruesome demolishing of opponents. MadWorld is rated M (Mature for ages 17+) by the Entertainment Software Rating Board (ESRB). The game’s rating also includes content descriptors for *Intense Violence, Blood and Gore, Drug Reference, Mature Humor, Sexual Themes, and Strong Language*.

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About the National Institute on Media and the Family

The National Institute on Media and the Family is an independent non-partisan, non-sectarian, non-profit organization whose mission is to maximize the benefits and minimize the harm of media on the health and development of children and families. For more information, visit www.mediawise.org on the Web or call 1-888-672-5437.