**Shaq Fu: A Legend Reborn Marketing Text**

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| **PRODUCT NAME**  | Shaq Fu: A Legend Reborn |
| **What is…** | Shaq Fu is a fast-paced, dynamic beat-'em-up combining modern and classic approaches to the genre. |
| **USP** | * Starring and voiced by none other than Shaq Fu himself, Shaquille O’Neal.
* Travel to locations around the world and use each unique environment against your enemies.
* Battle unique enemies each with powerful and destructive abilities.
* Battle outlandish bosses with special skills, power-ups and some old-fashioned martial arts.
* Shaq Fu: A Legend Reborn is the spiritual successor to the original Shaq Fu, originally released on the Sega Mega Drive and Super NES, a game which was called the ‘Worst Video Game Ever’. A Legend Reborn aims to right this wrong and restore the legacy of Shaquille O’Neal.
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| **Strapline** | A LEGEND REBORN |
| **10 Words** | Shaq Fu is a fast-paced, dynamic beat-'em-up starring Shaquille O’Neal. |
| **25 Word** | In Shaq Fu, players take control of the unstoppable Shaquille O’Neal as he fights his way through the hordes of Hell and Hollywood. |
| **50 Word** | In Shaq Fu, players take control of the unstoppable Shaquille O’Neal as he fights his way through the hordes of Hell and Hollywood. Defeat dozens of enemies, as Shaq learns new moves, travels to unique locations and battles the legions of the damned. At the end of each journey, Shaq must face down a powerful boss ripped straight from tabloid headlines. |
| **Full Description** | The world is on the brink of disaster. Demonic celebrities have taken over the planet. Only one man can save us: a poor Chinese orphan named Shaq Fei Hung. In Shaq Fu, players take control of the unstoppable Shaquille O’Neal as he fights his way through the hordes of Hell and Hollywood. Defeat dozens of enemies, as Shaq learns new moves, travels to unique locations and battles the legions of the damned. At the end of each journey, Shaq must face down a powerful boss ripped straight from tabloid headlines and bent on our destruction.Will he triumph? Of course, he will… It’s Shaq. |
| **Feature Text Long** | * Fight your way through the streets as none other than Shaq Fu himself, voiced by the real deal, Shaquille O’Neal.
* Battle outlandish celebrity bosses with special skills, power-ups and some old-fashioned martial arts.
* Master devastating combos and let Shaq rip against his enemies
* Wield Katanas, shuriken and baseball bats
* Travel to locations around the world and use each unique environment against your enemies.
* Power ups with every nickname Shaq has ever had from Big Daddy O to Big Diesel.
* A Legend Reborn is the spiritual successor to the original Shaq Fu dubbed the ‘worst game ever’. A Legend Reborn aims to right this wrong and restore the legacy of Shaquille O’Neal.
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| **Feature Text Short** | * Classic beat ‘em up action starring Shaquille O’Neal.
* Battle outlandish celebrity bosses
* Master devastating combos
* Wield Katanas, shuriken, baseball bats and more
* Visit unique locations and use your environment to defeat your enemies.
* Power up! Channel Shaq’s alter egos from Big Daddy O to Big Diesel.
* Successor to the ‘worst game ever’. With the mission to right the wrong and restore the legacy of Shaquille O’Neal.
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| **Disclaimer** | All characters and events in this masterpiece are entirely fictional. Any resemblance to people, robots or demons living or dead is purely coincidental. We swear. Except for Shaq. He’s a real guy and the character in the game sort of resembles him from like 15 years ago. Okay, maybe 20. Anyway, the game does not represent Shaq’s views on anything or anyone. He’s a nice guy. Leave him alone. |
| **Keywords** | Shaq, shac, Shack, Shaquille, shaquile, shackeel, O’Neal, Oneil, oneal, o’neale, O’neil, basketball, nba, basket, ball, basket-ball, fu, shaq-fu, shaqfu, kung fu, kung-fu, genesis, megadrive, mega drive, snes, nes, super, xbox, xboxone, ps4, playstation, pc, steam, indie, Indiegogo, indie-gogo,  |
| **Format(s):** | **Xbox One** | **PlayStation® 4** | **PC (Steam)** | **Switch** |
| **Age Ratings (TBC):** | **PEGI 12Bad Language, Violence** | **ESRB TEENViolence, Sexual Themes, Drug Reference, Mild Language** | **USK 12** | **MMature themes, violence and sexual references** |
| **Languages (Text)** | * EN, FR, DE, IT, ES, PT (BR), RU
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| **Languages (Audio)** | * English
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| **Developer name**  | Big Deez Productions  |
| **About Big Deez Productions** |  |
| **Publisher URL** | [www.wiredproductions.com](http://www.wiredproductions.com)  |
| **Release Date** | Q1 2018  |
| **Publisher** | Wired Productions  |
| **About Wired Productions** | Wired Productions is an established computer games publisher based in Watford, Hertfordshire, UK.  Founded in 2008, Wired have produced over 40 titles for many global publishers and are part of the team responsible for the 1.5 million unit selling We Sing franchise. In 2013, Wired moved into console publishing on all major platforms. Notable launches to date include Let’s Fish! Hooked On, Tiny Troopers Joint Ops, Last Inua and Super Dungeon Bros, Victor Vran and The Town of Light. In 2017, Wired productions published Max: The Cursed Brotherhood, Surf World Series, Vostok Inc. and more. Wired Productions are also a founding member of We Sing Productions, which is a collaboration between THQ Nordic, Wired Productions and Le Cortex, with the sole mission to establish a new range of We Sing products for all formats.For more information visit [www.wiredproductions.com](http://www.wiredproductions.com/) or follow at: [www.facebook.com/WiredPro](http://www.facebook.com/WiredPro) and on Twitter<https://twitter.com/WiredP>. |