

**FOR IMMEDIATE RELEASE**

**Three Children's Miracle Network Hospitals Named Winners of  
Gameroom Makeovers from Xbox 360**

*More than 12 Million Votes Cast Over Six-Weeks in Gameroom Giveaway Campaign*

**SALT LAKE CITY** (Oct. 19, 2009)— Xbox 360® and Children's Miracle Network, an international non-profit that raises funds for 170 children's hospitals, announced today the winners of a online campaign: Gameroom Giveaway presented by Xbox 360.

**Hurley Medical Center, University of Iowa Children's Hospital and Blair E. Batson Hospital for Children at the University of Mississippi Medical Center** were the three hospitals with the most votes at the end of the contest and will receive the gameroom makeovers (valued at \$10,000 each). Installation will take place sometime in the next few months.

The contest took place between Sept. 3 and Oct. 16, 2009. More than 12 million votes were cast over the six-week promotion, which allowed anyone to visit [xbox.childrensmiracletnetwork.org](http://xbox.childrensmiracletnetwork.org) and vote for the US Children's Miracle Network hospital of their choice.

“It has been inspiring to see communities rally behind their local Children's Miracle Network hospitals, encouraging friends and neighbors to go online and show their support by placing a vote,” said Brian Hazelgren, chief development officer, Children's Miracle Network. “We are hopeful that participants in the contest will continue to demonstrate their support by giving a dollar or two to Children's Miracle Network when they can to help save and improve the lives of children in their community.”

The Gameroom Giveaway is an extension of the Children's Miracle Network and Xbox relationship, which first started in 2008. Other major components include:

- Xbox 360 raised \$1.3 million for the charity through the sale of the Children's Miracle Network Family Game Pack during the 2008 holiday season.
- Xbox is installing a state-of-the-art Xbox 360 kiosk at Children's Miracle Network hospitals across the country. The kiosk is certified for a hospital environment and includes an Xbox 360 Console, a 19" High Definition LCD Screen, 2 Xbox controllers, and gives players access to more than 200 E-rated titles.

“Microsoft is truly amazed at the community support for the Children's Miracle Network hospitals around the country,” said Mitch Koch, Corporate Vice President, Worldwide Retail Sales & Marketing, Entertainment & Devices Division. “Twelve million online votes is incredible and Microsoft is thrilled to donate the three winning Children's Miracle Network hospitals state of the art gamerooms.”

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**Children's Miracle Network** is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to [www.ChildrensMiracleNetwork.org](http://www.ChildrensMiracleNetwork.org).

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