



***FOR IMMEDIATE RELEASE***

Contact:

Karina Brockelman

External Communications Manager

[343press@343industries.com](mailto:343press@343industries.com)

425.361.4920

**343 Industries – Reclaimers and Developers of the Halo Legacy**

REDMOND, Wash., March 11, 2021 – 343 Industries, founded in 2007, are the video game developers of the upcoming Halo Infinite, the sixth installment in Xbox’s leading series Halo. Their mission is to inspire hope, heroism, wonder, and community in their fans, developers, and industry. As a branch of Xbox Game Studios, they create games for Microsoft Corporation on both Xbox and PC.

343 Industries was first created by Microsoft Corporation in July of 2007 to carry on the series that Halo’s creators, Bungie, had decided to move away from. Halo’s main character, The Master Chief was, and still is, the face of Xbox, so Microsoft knew fans weren’t ready to see him and Halo go yet. Ever since, 343 Industries has been dedicated to continuing Halo’s inspiration of hope, heroism, wonder, and community.

With such large, Spartan-sized shoes to fill, 343 Industries has established seven core values. One, gameplay first. Two, player obsessed. Three, iterate to awesome. Four, surprising innovation. Five, amplify each other. Six, decide, commit, and own. Seven, give back. The studio does it's best to uphold these values because they know that their fans, communities, and families deserve the best that they can offer.

Halo Infinite will be the studio's eighth addition to Halo, other titles including Halo 4, Halo 5: Guardians, and Halo: The Master Chief Collection. They've learned much from their previous endeavors and are excited to present fans with a breathtaking experience when Infinite launches this coming fall. Developers have gone on record saying that the campaign mode will feature a world twice as large as both Halo 4 and Halo 5: Guardians combined. Evidently, 343 Industries is pouring out everything they've got into Infinite, so fans and gamers alike will be in for a treat.

To get the latest on Halo and Halo Infinite, check out [Halo Waypoint](#) and [343 Industries' Twitter](#).

### **About 343 Industries**

[343 Industries](#), founded by Microsoft Corporation in 2007, creates video games for the Halo Franchise, their goal being to inspire hope, heroism, wonder, and community. As an Xbox Game Studio, headquartered in Redmond, Washington, they continue the 20-year legacy of Halo and The Master Chief. The Halo games are available on Xbox and PC, fostering a large community of gamers, creators, and storytellers alike.

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**343 Industries**

One Microsoft Way  
Redmond, WA 98052





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### **Halo: Infinite Rebirths the Halo Franchise**

REDMOND, Wash., November 22, 2021 – Halo Infinite, the sixth instalment of Halo, launched on Xbox and PC last Monday, November 15, and players adore the game. Long-time fans of the series celebrate the popularity Halo hasn't seen since Halo 3 in 2007. 343 Industries has reported sales of nearly \$450 million for Infinite, despite the launch only being a week ago.

With Halo turning 20 on the release of Halo Infinite, fans are overjoyed to see the popularity Infinite has already generated. Infinite's free-to-play multiplayer mode has added thousands to a community that's dwindled in the six years since Halo's last game. Veterans to the series haven't seen such excitement for nearly 14 years since Halo 3's launch.

“This was the Halo we imagined back in 2000, finally come to life, after 20 years of technical and creative innovation.”, says Joseph Staten, creative director for Halo Infinite. Staten worked

on the original trilogy of Halo games, so the praise is high. Apparently, gamers agreed with him. Thus far, nearly 3.6 million copies of Infinite have already been sold, and that number is sure to rise higher with the holiday shopping season upon us.

343 Industries has reported that they had 1.5 million pre-orders to fulfill on launch day. Add this to the thousands trying to access the Xbox and Microsoft online stores the same day, the servers to download Infinite were packed. “We’re glad we prepared for this,” Phil Spencer, head of Xbox, said, “Still, we’re blown away by everyone’s excitement. We can’t thank our fans enough.”

If you are interested in purchasing a copy of Halo Infinite yourself, you can purchase it on the [Microsoft Game Store](#) or a game-seller near you for either Xbox or PC.

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