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Microsoft says no Xbox 360 "price drop" in the UK

Region-by-region basis and Blighty misses out this time

by Stuart Miles published on 4 September 2008

Microsoft has said that it won't be passing on the price cuts in the US to its Xbox 360 console to the UK, Pocket-lint has learnt.

In what is another case of Rip-off Britain Microsoft has said that it has nothing to announce in the UK.

"Pricing is handled on a region-by-region basis. We do not have a price drop in this region to announce", was the official word.

The news means that the Xbox 360 Arcade official price is now £48 more expensive in the UK than the US.

Earlier in the year retailers keen to encourage sales of the console lowered the price without the approval of Microsoft, but there is no word as to whether they will be doing the same this time around.

We will keep you posted.

