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**ADVANCEMENTS MADE AT
THE ACADEMY OF INTERACTIVE ARTS & SCIENCES:
PATRICIA VANCE JOINS BOARD OF DIRECTORS**

CALABASAS, CA – October 12, 2007 – The Academy of Interactive Arts & Sciences® (AIAS), the professional organization of the interactive entertainment industry, announced today the election of Patricia Vance, president of Entertainment Software Ratings Board (ESRB), as a member of its Board of Directors. Additionally, Josh Resnick, president and co-founder of Pandemic Studios, was re-elected to the board.

“I’m extremely grateful and honored to have been elected by the AIAS membership and look forward to helping take the organization to the next level,” says Patricia Vance. “The Academy represents the depth and breadth of extraordinary talent in our industry, and I could not be more pleased to do my part in ensuring that it continues to thrive.”

The AIAS Board of Directors is the governing body of the 10,000 member Academy and is composed of 16 industry leaders representing Atari, Electronic Arts, Microsoft, Nintendo, and Ubisoft as well as representatives from the independent development community. Executive positions are filled from the AIAS’s board annually and new board members are appointed to two year terms.

“The Academy relies heavily on the leadership and direction of the Board of Directors to advance our mission of promoting awareness for the art and science of interactive games and entertainment. Through the Interactive Achievement Awards and programs like Into the Pixel, the esteemed members of the Board continue to reward and recognize the gifted men and women who push this industry to new heights,” says Joseph Olin, president, AIAS. “We look forward to the addition of someone with such amazing credentials like Patricia Vance as well as the continued contributions of Josh Resnick to the Board of Directors.”

Newly appointed board member, Vance has served as president of ESRB since November 2002. As president, she is responsible for overseeing and enforcing the computer and video game industry’s self-regulatory practices. This includes ensuring that video game consumers have effective tools with which to make educated purchase decisions. Before joining the ESRB, Vance established herself as a true interactive media veteran and industry leader.

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She spent 18 years at Disney/ABC, with responsibility for leveraging ABC properties in the development and management of a broad range of new media and market initiatives. Vance has been named to *Video Business*' Women Elite as well as *Next-Generation*'s Top 25 People of the Year.

The re-elected Resnick is the president and co-founder of Pandemic Studios. Over the past nine years, he and his partners have built Pandemic into a company of over 300 highly skilled programmers, designers, and artists working on a wide variety of high-profile titles for consoles and PCs at their offices in California and Australia.

"I'm absolutely thrilled to be continuing my leadership role with the AIAS. The organization is essential to the future of the interactive entertainment industry, and I am proud to pledge my full support along with the backing of Pandemic Studios," says Resnick. "I truly appreciate the support of all members who cast their vote to make this awesome opportunity a reality."

Before founding Pandemic, Resnick spent four years at Activision, Inc., serving as Producer on the 1995 mega-hit *Mechwarrior 2™*, Director of the RTS favorite *Dark Reign™* and later as Director of Production for the Strategy Division of Activision's internal studio.

For a complete list of the board of directors, please visit www.interactive.org.

About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences® (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. The Academy has over 10,000 members, with the board comprised of senior executives from the major videogame companies including Bioware/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft. More information on AIAS and the D.I.C.E. Summit can be found at <http://www.interactive.org> and <http://www.dicesummit.org>

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