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9TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS WINNERS ANNOUNCED BY THE ACADEMY OF INTERACTIVE ARTS AND SCIENCES

God of War Conquers the Awards with Seven Wins

Richard Garriott Inducted into AIAS Hall of Fame

CALABASAS, CA – February 10, 2006 – The Academy of Interactive Arts and Sciences (AIAS) announced last night the winners of the 9th Annual Interactive Achievement Awards held at "The Joint" in the Hard Rock Hotel and Casino in Las Vegas, NV. Sony Computer Entertainment America's "God of War" was the evening's big winner earning seven coveted AIAS statues. Red Octane's "Guitar Hero" came in a close second garnering five wins. In addition, AIAS inducted computer games pioneer Richard Garriott into the AIAS Hall of Fame.

The Interactive Achievement Awards is a peer-based award that recognizes the outstanding products, talented individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry.

"Last night's award ceremony was an exciting event as we recognized the best in video games," said Joseph Olin, president, AIAS. "It was an impressive year for video games and the interactive entertainment industry is commended for their creative vision."

The winners in each category are as follows:

I. Game of the Year:
    a. Overall
      - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

    b. Computer
      - Battlefield 2 (P: Electronic Arts, D: Digital Illusions)

    c. Console
      - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

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II. Outstanding Innovation in Gaming
- Guitar Hero (P: Red Octane, D: Harmonix Music Systems)

III. Outstanding Achievement:
    a. Animation
       - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

    b. Art Direction
       -Shadow of the Colossus (P: Sony Computer Entertainment America, D: Sony Computer Entertainment Inc.)

    c. Soundtrack
       - Guitar Hero (P: Red Octane, D: Harmonix Music Systems)

    d. Original Music Composition
       - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

    e. Sound Design
       - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

    f. Story and Character Development
       - Call of Duty: Big Red One (P: Activision, D: Treyarch)

    g. Game Play Engineering (Tie)
       - Nintendogs (P: Nintendo, D: Nintendo EAD)
       - Guitar Hero (P: Red Octane, D: Harmonix Music Systems)

    h. Online Game Play
       - Battlefield 2 (P: Electronic Arts, D: Digital Illusions)

    i. Visual Engineering
       - Shadow of the Colossus (P: Sony Computer Entertainment America, D: Sony Computer Entertainment Inc.)

    j. Game Design
       - Guitar Hero (P: Red Octane, D: Harmonix Music Systems)

IV. Outstanding Character Performance:
    a. Male
       - God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

    b. Female
       - Jade Empire (P: Microsoft, D: Bioware Corp.)

V. Genre Awards:
    a. Sports Game of the Year
       - SSX On Tour (P: Electronic Arts, D: EA-Canada)

b. First-Person Action Game of the Year
- Battlefield 2 (P: Electronic Arts, D: Digital Illusions)

c. Role-Playing Game of the Year
- Jade Empire (P: Microsoft, D: Bioware Corp.)

d. Fighting Game of the Year
- Soul Calibur 3 (P:/D: Namco)
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e. Action/ Adventure Game of the Year
- God of War (P: Sony Computer Entertainment America, D: Sony Computer Entertainment America-Santa Monica)

f. Racing Game of the Year
- Need For Speed: Most Wanted (P: Electronic Arts, D: EA-Vancouver)

g. Children's Game of the Year
- We Love Katamari (P:/D: Namco)

h. Downloadable Game of the Year
- WIK: Fable of Souls (P: Microsoft, D: Reflexive Games)

i. Family Game of the Year
- Guitar Hero (P: Red Octane, D: Harmonix Music Systems)

j. Simulation Game of the Year
- The Movies (P: Activision, D: Lionhead Studios)

k. Strategy Game of the Year
- Civilization IV (P: 2K Games, D: Firaxis Games)

l. Massively Multiplayer/Persistent World Game of the Year (Tie)
- City Villains (P: NCSoft, D: Cryptic Studios)
- Guild Wars (P: NCSoft, D: ArenaNet)

m. Handheld Game of the Year
- Nintendogs (P: Nintendo, D: Nintendo EAD)

n. Cellular Game of the Year
- Ancient Empires II (P:/D: Glu Mobile)

A peer panel of eight to 12 AIAS members played and evaluated all nominated titles in their assigned category. Interactive Achievement Award recipients were determined by a vote of qualified Academy members. AIAS voting was secret, conducted online and supervised and certified by eBallot. The integrity of the system, coupled with a broad-based voting population of AIAS members, makes the Interactive Achievement Awards the most credible, respected and recognized awards for interactive entertainment software.

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AIAS Hall of Fame Honoree Richard Garriott is the ninth member to be inducted and joins an already impressive fraternity of gaming icons, including Trip Hawkins, Peter Molyneux, Yu Suzuki, Will Wright, John Carmack, Hironobu Sakaguchi, Sid Meier and Shigeru Miyamoto. Garriott is best known for creating and publishing the best-selling *Ultima* series, including the first commercially successful online game, *Ultima Online*.

About the D.I.C.E. Summit:

The D.I.C.E. Summit is a high-level interactive entertainment industry conference that brings together the top video game designers and developers from around the world and business leaders from all the major publishers to discuss the state of the industry, its trends and the future. More information on the 2006 D.I.C.E. Summit can be found http://www.dicesummit.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. More information about the AIAS can be found at http://www.interactive.org.

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