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THE AIAS FOUNDATION ANNOUNCES ITS SCHOLARSHIP RECIPIENT WINNERS

Randy Pausch and Mark Beaumont Scholarship Programs Help Video Game Students Achieve Educational Goals

Calabasas, Calif. – November 17, 2010 – The Academy of Interactive Arts & Sciences (AIAS), the professional video games organization advancing the awareness of the artistic value of its interactive entertainment community, has named the winners for its annual scholarship programs. Four recipients – Stephen Campbell (Lebanon Valley College), Grant Kao (The Guildhall at Southern Methodist University), Lu-Yu Huang (Carnegie Mellon University) and Justin Nesbit (The Guildhall at Southern Methodist University) -- will receive a total of $10,000 ($2,500 to each recipient) through the Randy Pausch and Mark Beaumont scholarship funds. The scholarships were awarded by the AIAS Foundation, the philanthropic arm of the organization.

 "Young creative talent has always been the life stream of the interactive arts," said Joseph Olin, president emeritus, Academy of Interactive Arts & Sciences. "The Academy is looking forward to being able to continue supporting the academic achievements of those students pursuing an interactive entertainment career. Randy Pausch and Mark Beaumont exemplified the highest standards of achievement in their respective fields in interactive entertainment, and the Academy is happy to do its part in supporting the next generation of game makers."

The *Randy Pausch Scholarship* was established by the Academy of Interactive Arts & Sciences in 2008 to honor the memory of Computer Science Professor and Co-Founder of the Entertainment Technology Center at Carnegie Mellon University, Dr. Randy Pausch. The scholarship has been established to support students who are pursuing careers specializing in the development of interactive entertainment.

 "The original *Myst* game, with its beautiful, disturbing world of organic and mechanical lands, gave me a desire to create intricate and immersive art," said Stephen Campbell, Lebanon Valley College. "I believe the interactive arts should create a rich and variegated aesthetic experience, such as explored by the creators of *Flow* and *Flower*. Art should shock with convulsive beauty, as well as engender meditative contemplation. I hope that my work in animation and interactive art will engage viewers, challenging them to become not just observers but creators of their own aesthetic journeys. The Randy Pausch

scholarship awarded to me by the Academy of Interactive Arts & Sciences will help in my pursuit of this goal."

"Immediately following my undergraduate education I went into finance, but I found I had no passion for it," said Grant Kao, The Guildhall at Southern Methodist University. "I decided to take a risk and explore my passion, and am now pursuing my graduate degree in video game design. I am honored to be selected for this scholarship and am glad this effort has been brought to fruition thanks to the Academy of Interactive Arts & Sciences."

The _Mark Beaumont Scholarship_ was established by the Academy of Interactive Arts & Sciences in 2010 to honor the memory of COO of Capcom North America and Europe, Mark Beaumont. This scholarship has been established to support students who are pursuing careers specializing in the business of interactive entertainment.

"I feel extremely honored as a recipient of this award," said Lu-Yu Huang, Carnegie Mellon University. "It is very hard to describe the thrill in words that my work and effort has been recognized by the industry. For me, it is huge and it also gave me the extra strength I needed to push myself harder and pursue my dream - making and delivering a better interaction multimedia experience for the world. Thank you again for the honor and support that is given by The Academy of Interactive Arts & Sciences."

"It is an honor to have been selected for this award," said Justin Nesbit, The Guildhall at Southern Methodist University. "I now feel a renewed motivation to forge ahead in my thesis and coursework. And as my time at The Guildhall at Southern Methodist University comes to a close, I look forward to joining the video game industry as a level designer and further refining my craft."

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