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ACADEMY OF INTERACTIVE ARTS AND SCIENCES STRIKES DEAL WITH IFC TO TELEVISE 2009 INTERACTIVE ACHIEVEMENT AWARDS

Marks First Broadcast of the “Oscars of Video Games” on a Major Television Network

CALABASAS, Calif. – January 28, 2009 – The Academy of Interactive Arts and Sciences® (AIAS) and IFC (Independent Film Channel) today announced a partnership to bring the 12th Annual Interactive Achievement Awards (IAA) to television audiences for the first time. The awards will take place on Thursday, February 19, 2009 at the Red Rock Resort and Casino in Las Vegas. The IAA will be broadcast on IFC in April 2009 and comprise of a half hour special with highlights from the IAAs and will be hosted by comedian, actor and proud game enthusiast, Jay Mohr.

This landmark deal brings together the IAA, the only peer-based awards that recognize the year's best games, computer games, online entertainment, outstanding individuals and groundbreaking development teams with IFC, the network that uncovers champions and delivers alternative programming. The IAAs are supported by all of the major video game publishers and developers in the industry. No person may vote unless he or she can demonstrate a threshold level of experience and professional credits in the industry.

“The Academy is excited to bring the Interactive Achievement Awards -- the Oscars of video games -- to the IFC audience,” said Joseph Olin, President, AIAS. “The amazing popularity of interactive entertainment is attributed to the manner that today’s games allow people to be part of fantastic worlds, incredible challenges and the simple fun of sharing these experiences with friends and family. As IFC celebrates the creative spirit of independent filmmaking, I can think of no better place to showcase the talented men and women who are responsible for our dynamic entertainment art form.”

“Bringing the Interactive Achievement Awards to our audience marries alternative culture with alternative content,” said Jennifer Caserta, executive vice president and general manager of IFC said. “The Interactive Achievement Awards is an exciting and highly anticipated addition to our programming line-up that will include award highlights, scenes from the red carpet and interstitials hosted by IFC News’ Matt Singer.”

The 12th Annual Interactive Achievement Awards will take place on Thursday, February 19, 2009 at the Red Rock Resort and Casino in Las Vegas during the annual D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit hosted by the AIAS. The D.I.C.E. Summit is 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.

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, with the mission to promote and advance interest and recognize outstanding achievement in the worldwide interactive entertainment community, as well as putting on an annual awards show(The Interactive Achievement Awards®) to enhance awareness of the interactive art form. The IAA's are the only peer-based awards that recognize the year's best video games, computer games, online entertainment, outstanding individuals and groundbreaking development teams that have propelled the advancement of the multi-billion dollar worldwide entertainment software industry. The awards presented by the AIAS are determined by a vote of field-specific, qualified Academy members, making the Interactive Achievement Awards the most sought-after, respected and credible recognition for creators of entertainment software, with just under 25,000 general voting members.

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 also oversees Into The Pixel, a juried exhibition of art from games, and this year started the Randy Pausch Scholarship fund for students in the games industry. More information can be found at <http://www.interactive.org>, <http://www.dicesummit.org> and <http://www.intothepixel.com>.

About IFC

Operating under the mantra "always uncut," IFC (The Independent Film Channel) uncovers and champions alternative content and makes it available to audiences across multiple platforms: on-air, online and On Demand. In pursuit of what's new, next and relevant, IFC presents clever, offbeat original series like "The Whitest Kids U' Know" and "Z Rock" alongside thought-provoking original documentaries such as *At the Death House Door*. The network also offers exclusive web series, shorts, animation, and a comprehensive independent film library of award-winning titles and cult classics. IFC broadens the audience for independent culture through its exclusive live coverage of notable film and music events like the Independent Spirit Awards and South by Southwest. The network's on demand offering, IFC Free, gives audiences the opportunity to watch premieres of all of IFC's original series before they air on the linear network. IFC Media Lab offers financing, professional development and distribution opportunities for aspiring film makers. IFC is a subsidiary of Rainbow Media Holdings LLC.

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