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**LITTLEBIGPLANET SACKS THE COMPETITION AND WINS 8 AWARDS AT
THE 12TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS**

The Academy of Interactive Arts & Sciences Inducts Bruce Shelley Into The Hall of Fame

LAS VEGAS – February 20, 2009 – And the big winner is... *LittleBigPlanet* (Sony Computer Entertainment America), collecting on an impressive 8 awards at the 12th Annual Interactive Achievement Awards® last night. The award ceremony was hosted by comedian and avid gamer Jay Mohr at the Red Rock Resort in Las Vegas. *LittleBigPlanet* is a platform adventure with a vibrant social community enabling gamers to play, create and share their experiences.

The Academy of Interactive Arts & Sciences also honored industry icon Bruce Shelley for his tremendous contributions to the video game industry. Shelley's fellow co-founder of Ensemble Studios, Tony Goodman, presented his award after a video retrospective of his career. Shelley is the 12th recipient of the prestigious Hall of Fame Award. In a partnership with the Academy, Independent Film Channel (IFC) will broadcast a half hour special with highlights from the IAAs in April 2009.

"The Interactive Achievement Awards is the forum for the industry's leading game makers to honor the best in technical innovation and game play experience," said Joseph Olin, president, AIAS. "This year's winners represent the range of interactive entertainment experiences and truly exemplify why video games enjoy so much popularity among adults and children. It's no wonder that IFC TV, one of the best-known outlets for creative entertainment, is excited to bring the Interactive Achievement Awards to their audience this spring."

These peer-based awards recognize the outstanding products, talented individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. The winners in each category are as follows:

Overall Game of the Year:

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Producer: Siobhan Reddy, Leo Cubbin
- Game Director: Mark Healey, David Smith

Console Game of the Year:

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Producer: Siobhan Reddy, Leo Cubbin
- Game Director: Mark Healey, David Smith

Computer Game of the Year

Left 4 Dead

- Publisher: Valve Software
- Developer: Valve Software
- Producer: Gabe Newell
- Game Director: Mike Booth

Casual Game of the Year

Braid

- Publisher: Microsoft Game Studios
- Developer: Number None
- Producer: Kevin Hathaway
- Game Director: Jonathan Blow

Handheld Game of the Year

God of War: Chains of Olympus

- Publisher: Sony Computer Entertainment of America
- Developer: Ready at Dawn
- Producer: Marc Turndorf, Eric Koch, Chad Cox
- Game Director: Ru Weerasuriya
- Lead Designer: Dana Jan

Cellular Game of the Year

Spore Origins

- Publisher: Electronic Arts
- Developer: Babaroga, Tricky Software
- Producer: Mike Pagano

Racing Game of the Year

Burnout Paradise

- Publisher: Electronic Arts
- Developer: Criterion Games
- Producer: Peter Hawley
- Lead Designer: Alex Ward

Adventure Game of the Year

Mirror's Edge

- Publisher: Electronic Arts
- Developer: Digital Illusions Creative Entertainment
- Producer: Owen O'Brien

Outstanding Achievement in Game

Direction

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Creative Director: Mark Healey

Fighting Game of the Year

Super Smash Bros. Brawl

- Publisher: Nintendo
- Developer: Nintendo, Hal Laboratory, Sora Ltd.
- Producer: Shigeru Miyamoto
- Game Director: Masahiro Sakurai

Massively Multiplayer Game of the Year

World of Warcraft: Wrath of the Lich King

- Publisher: Blizzard Entertainment
- Developer: Blizzard Entertainment
- Producer: J. Allen Brack
- Game Director: Jeff Kaplan

Role-Playing Game of the Year

Fallout 3

- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios
- Production Director: Ashley Cheng
- Lead Producer: Gavin Carter
- Game Director: Todd Howard
- Lead Designer: Emil Pagliarulo

Outstanding Achievement in Game Design

World of Goo

- Publisher: Nintendo
- Developer: 2D Boy
- Lead Game Designer: Kyle Gabler

Sports Game of the Year

NHL 09

- Publisher: Electronic Arts
- Developer: EA Canada
- Producer: David Littman
- Game Director: Sam Ramjagsingh
- Lead Designer: Matt Mahar

Strategy/Simulation Game of the Year

Command and Conquer 3: Red Alert

- Publisher: Electronic Arts
- Developer: EA Los Angeles
- Producer: Chris Corry, Amer Ajami
- Lead Designer: Jasen Torres, Greg Black

Family Game of the Year

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Producer: Siobhan Reddy, Leo Cubbin
- Game Directors: Mark Healey, David Smith

Outstanding Achievement in Art Direction:

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Art Director: Kareem Ettourney

Outstanding Character Performance

LittleBigPlanet (Sackboy)

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Writer: Dean Wilkinson

Outstanding Achievement in Story - Original

Fallout 3

- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios
- Writer: Emil Pagliarulo

Outstanding Innovation in Gaming

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Producers: Siobhan Reddy, Leo Cubbin
- Game Director: Mark Healey

Action Game of the Year

Dead Space

- Publisher: Electronic Arts
- Developer: EA Redwood Shores
- Producer: Glen Schofield
- Game Director: Bret Robbins

Outstanding Achievement in Animation

Prince of Persia

- Publisher: Ubisoft
- Developer: Ubisoft Montreal
- Lead Animator: David Wilkinson

Outstanding Achievement in Visual Engineering

LittleBigPlanet

- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule
- Technology Director : Alex Evans, David Smith

Outstanding Achievement in Story - Adapted

Star Wars: The Force Unleashed

- Publisher: LucasArts
- Developer: LucasArts
- Writer: Haden Blackman

Outstanding Achievement in Online Game Play

Left 4 Dead

- Publisher: Valve Software
- Developer: Valve Software
- Lead Online Designer: Mike Booth

Outstanding Achievement in Original Music Composition

Metal Gear Solid 4: Guns of the Patriots

- Publisher: Konami Digital Entertainment, Inc.
- Developer: Kojima Productions
- Composer: Harry Gregson-Williams

Outstanding Achievement in Soundtrack
Rock Band 2

- Publisher: MTV Games
- Developer: Harmonix Music Systems, Inc.
- Music Supervisor: Paul DeGooyer, Eric Brosius

Outstanding Achievement in Sound Design
Dead Space

- Publisher: Electronic Arts
- Developer: EA Redwood Shores
- Sound Designer: Don Veca

Since 1996, the Interactive Achievement Awards have recognized outstanding games, individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. More than 160 titles were played and evaluated by members of the Academy's Peer Panels. The panels are comprised of the game industry's most experienced and talented men and women. Each panel is responsible for evaluating one award category. Interactive Achievement Award recipients are determined by a vote of qualified Academy and IGDA members. Award voting is confidential, conducted online and supervised and certified by VoteNet Solutions, Inc. 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.

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. Please visit <http://www.dicesummit.org> for more information.

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 16,000 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 the AIAS and the Interactive Achievement Awards is available at <http://www.interactive.org>.

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