

ACADEMY OF INTERACTIVE ARTS & SCIENCES WELCOMES TO ITS BOARD UNITY TECHNOLOGIES AND RIOT GAMES EXECUTIVES

Current Board Member Min Kim of Nexon Promoted to AIAS Chairman

LOS ANGELES – May 21, 2014 - The Academy of Interactive Arts & Sciences, a not-for-profit organization dedicated to the advancement and recognition of the interactive arts since 1996, is pleased to announce two new Board members and the promotion of a current Board member to AIAS Chairman. The AIAS Board is composed of 15 volunteer directors, each of whom are leaders and trailblazers in their field who work to advance AIAS objectives to award and celebrate the hardworking individuals of the interactive entertainment industry.

Effective immediately, David Helgason, CEO and co-founder of Unity Technologies, and Brandon Beck, CEO and co-founder of Riot Games, join the AIAS Board of Directors. Min Kim, the CEO of Nexon America, and Board member since 2012, now serves as Chairman. They will bring their keen expertise in their respective fields to advance the mission of AIAS projects and initiatives.

“Brandon and David are invaluable additions to the Academy Board, and their contributions truly reflect their stewardship and service to developers and players in the games industry. We’re thrilled that they will bring their sharp perspectives to help shape the Academy’s future initiatives,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “Min has been an integral contributor to the Board since day one, and we’re looking forward to deepening his relationship with the Academy as Chairman. His thoughtfulness, keen business acumen, and leadership will take us far.”

“On behalf of the AIAS board we’re very much looking forward to Min’s leadership as our new chairman. To add to Martin’s statement above, Min’s industry experience, his ability to tackle tough problems creatively and his collaborative approach to leadership will help propel the AIAS forward as it tackles more and more ambitious goals,” said Ted Price, CEO and founder of Insomniac Games and AIAS vice chairman. “Furthermore congratulations and welcome to our newest board members David and Brandon. Whether it’s through putting games development at the fingertips of every aspiring creator or delivering co-operative and competitive play on an unmatched global scale, Brandon and David have driven major change in our industry. We’re honored that they’re joining our team and we’re excited to work with them in furthering the Academy’s mission.”

Helgason leads Unity Technologies in its mission to democratize game development through the best technology, tools, and business practices. Helgason has led groundbreaking business innovations for Unity which have revolutionized the games industry and are now widely imitated and adopted. Every day he restlessly leads the global company’s mission to empower developers with tools and services designed to promote their success during and after production.

Beck co-founded Riot Games with Marc Merrill in 2006 with a vision to make a different kind of game company - one focused on changing the way video games are developed, delivered, and supported for players. Riot's mission is to be the most player-focused company in the world. Through their combined leadership, Beck and Merrill have grown Riot's debut title, *League of Legends*, into a game that's played

by over 27 million players every day and by over 67 million players every month. These players spend over a billion hours a month in the game, a level of engagement that makes *League of Legends* the most played video game in the world by hours played.

Beck and Helgason join current AIAS board members which include:

- Mike Capps
- Michael Gallagher, Entertainment Software Association
- Rich Hilleman, Electronic Arts, Inc.
- Don James, Nintendo of America
- Min Kim, Nexon America, Inc. - AIAS Chairman
- Ken Lobb, Microsoft Studios
- Frank Pearce, Blizzard Entertainment, Inc.
- Ted Price, Insomniac Games - AIAS Vice Chairman
- Martin Rae, Academy of Interactive Arts & Sciences - President
- Christian Svensson
- Denny Thorley, Wargaming West - AIAS Secretary
- Patricia Vance, ESRB
- Shuhei Yoshida, Sony Computer Entertainment

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