

FOR IMMEDIATE RELEASE

The Academy of Interactive Arts & Sciences Welcomes New Board Member

Google's Seth Ladd Joins AIAS' Board of Directors

Calabasas, Calif. – August 16, 2011 – The Academy of Interactive Arts & Sciences (AIAS), the professional video games organization advancing the artistic values of the interactive entertainment community, today announced that Seth Ladd has been appointed to the AIAS' Board of Directors effective immediately.

Ladd currently serves as Developer Advocate at Google, focusing on Chrome and browser-based games. He brings to the AIAS' Board more than 15 years of experience in web engineering.

The AIAS Board of Directors is the governing body of the 20,000 plus member Academy and is composed of 15 industry leaders representing Sony, EA, Nintendo, Microsoft, Google, Capcom, as well as representatives from the independent development community.

"We are very excited to have Seth on the Academy Board," said Martin Rae, president, Academy of Interactive Arts & Sciences. "The interactive entertainment landscape has evolved significantly in the past couple years, and we feel Seth's addition will reflect this change – his extensive knowledge of the interactive space will be invaluable to the Board."

"I'm humbled to be accepted into the Academy's Board," said Seth Ladd, developer advocate, Google. "I look forward to representing Google as we all work together to promote and advance gaming in interactive entertainment in the digital age."

"Google is one of the most interesting and dynamic companies on the planet, and they are becoming more important to the game business every day," said Rich Hilleman, chief creative officer, Electronic Arts, and member of the Academy's Board of Directors. "Offerings as wide as Android Marketplace and the Chrome Webstore have created whole new opportunities for both new and traditional game makers. Seth's leadership on the emerging HTML5 platform has been invaluable and greatly appreciated by the game development community. We know that Seth will widen our eyes to the new opportunities of the future that Google is helping build."

"Including one of the top innovative thinkers from one of the world's most forward thinking companies is a key addition to the Academy Board," said Jay Cohen, president of development, Jerry Bruckheimer Games, and Chairman of the Academy's Board of Directors. "Seth and Google's commitment furthers our industry's efforts in supporting the Academy's mission of recognizing the achievements of the interactive entertainment industry."

Ladd is a web software engineer, an author, and a conference organizer. He holds a degree in Information Technology from Rochester Institute of Technology.

For a complete list of the AIAS' Board of Directors, please visit www.interactive.org

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