

## **FOR IMMEDIATE RELEASE**

### **Nexon America's Min Kim Joins Academy of Interactive Arts & Sciences' Board of Directors**

Calabasas, Calif. – February 1, 2012 – The Academy of Interactive Arts & Sciences (AIAS), the professional video games organization advancing the artistic values of the interactive entertainment community, today announced that Min Kim, vice president of live games at Nexon America, Inc., has been appointed to the AIAS' Board of Directors effective immediately.

As vice president of live games, Min is responsible for all the product initiatives at Nexon America. Prior to co-founding Nexon America, Min launched the Global Edition of Nexon's flagship title, *MapleStory*. He has made significant contributions to the adoption of digital content cards at retail, and recently launched Karma Koin. He also serves on the America's Advisory Board for the Merchant Risk Council.

"As one of the earliest advocates of Free-to-Play online games, Min has been instrumental in bringing this business model to gamers worldwide," said Martin Rae, president, Academy of Interactive Arts & Sciences. "Their introduction of Free-to-Play, giving players free access to games in favor of generating revenue from microtransactions, has quite literally been a game changer. Nexon has been quite involved already with Academy activities and we're really excited to have Min's input at the board level."

"Min will make a welcome addition to the Board," said Shuhei Yoshida, president of worldwide studios, Sony Computer Entertainment Inc. and member of the Academy's Board of Directors. "Through games such as their flagship title, *MapleStory*, and now recently, *Dragon Nest and Vindictus*, Nexon has paved the way for Free-to-Play titles over the last decade to push this genre forward to ever expanding audiences in MMO gaming. We will greatly benefit from that same passion - there is no doubt he will work to make great strides in pushing the mission of the AIAS forward."

The AIAS Board of Directors is the governing body of the 22,000 plus member Academy and is composed of 16 industry leaders representing Blizzard Entertainment, Capcom, EA, Google, Nintendo, Microsoft, Sony, as well as representatives from the independent development community like Day 1 Studios, Epic Games, and Insomniac Games.

For a complete list of the AIAS' Board of Directors, please visit [www.interactive.org](http://www.interactive.org).

#### **About the Academy of Interactive Arts & Sciences**

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. The Academy conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in the field. To further enhance awareness of the Academy's vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, 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. With more than 22,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, Day One Studios, Epic Games and Insomniac Games, The Academy celebrates and honors the creativity of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>. Follow the AIAS on [Facebook](#) and [Twitter](#).

#### **About Nexon America**

Nexon America, Inc. is the North American publishing arm of NEXON Co. Ltd., which has created and delivered what's next online for gamers for more than 15 years. Based in Los Angeles, Nexon America was founded in 2005 to bring the best of online entertainment to North American audiences. The company's growing library of titles includes "MapleStory," "Mabinogi," "Combat Arms," "Dungeon Fighter Online," "Atlantica Online," "Vindictus," "Dragon Nest," and "Sudden Attack." The foundation of all Nexon America titles is the microtransaction-based business model, in which users can play the full game for free and can also choose to purchase in-game items to enhance their gaming experience.

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