

INTERNATIONAL GAME DEVELOPERS ASSOCIATION PARTNERS WITH THE ACADEMY OF INTERACTIVE ARTS & SCIENCES® IN SUPPORT OF INTERACTIVE ACHIEVEMENT AWARDS®

IGDA Members to Participate in the Awards Voting Process

CALABASAS, Calif. and MOUNT ROYAL, NJ – October 22, 2008 – The Academy of Interactive Arts & Sciences® (AIAS) and the International Game Developers Association (IGDA), have signed an agreement where the IGDA will become involved in the Interactive Achievement Awards® (IAAs). The IAAs, now in their 12th year, are supported by all of the major video game publishers and developers in the industry. Their purpose is to recognize the top creative and commercial successes each year with Academy, and now IGDA members, voting on the winners.

“The Interactive Achievement Awards have stood as the pinnacle of the awards season as publishing and development peers select the titles that best represent the industry across a number of creative categories,” said Joseph Olin, president of the Academy of Interactive Arts & Sciences. “Our partnership with the IGDA deepens the relevance of the Awards by expanding the peer group voting for awards. This basically makes the Interactive Achievement Awards the official awards of the games industry.”

“We’re pledging the support of the IGDA in the interest of including the voices of our more than 14,000 international members in the IAAs,” said Jason Della Rocca, executive director of the International Game Developers Association. “This partnership also opens the door for more collaboration between the Academy and the IGDA, and we look forward to the possibilities of working together in the common goal of credibly recognizing the creative talent within our industry.”

The Interactive Achievement Awards® Awards have been presented since 1998, and are held annually at the D.I.C.E. Summit® in Las Vegas. Interactive Achievement Award recipients are determined by a vote of qualified Academy and IGDA members. As such, selection as an Interactive Academy Award finalist or recipient represents the strongest possible peer recognition. No person may vote unless he or she can demonstrate a threshold level of experience and professional credits in the industry. Award voting is secret, conducted on-line, and supervised and certified by eBallot. The integrity of the system, coupled with a broad-based voting population, make the Interactive Achievement Awards the most credible, respected and recognized awards for interactive entertainment software.

About The International Game Developers Association (IGDA)

The International Game Developers Association is the largest non-profit membership organization serving individuals that create video games. The IGDA is committed to advancing the careers and enhancing the lives of game developers, by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. For more information on the IGDA, please visit www.igda.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 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. Summit® (Design, Innovate, Communicate, Entertain), 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 more than 12,000 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 AIAS and the D.I.C.E. Summit can be found at: www.interactive.org and www.dicesummit.org

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