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**JOSEPH OLIN RESIGNS FROM ACADEMY OF INTERACTIVE ARTS & SCIENCES
AIAS BOARD INTRODUCES NEW ORGANIZATION PRESIDENT, MARTIN RAE**

CALABASAS, Calif., October 4, 2010 – The Academy of Interactive Arts & Sciences today announced that Joseph Olin will be stepping down from his position as President of the Academy to pursue new opportunities. Succeeding him as President will be Mr. Martin Rae who will continue the Academy's role as a champion for the talented men and women who drive the \$21 billion interactive entertainment industry.

Since Olin took the helm in June 2004 the Academy membership has increased six-fold from 3,000 to 20,000, elevated the annual D.I.C.E. (Design, Innovate, Create, Entertain) Summit to become the premier video game conference of the year and brought the Interactive Achievement Awards to television. During the past three years, Olin initiated the Academy's first scholarship funds to honor the late Randy Pausch and Mark Beaumont, expanded into the Pixel internationally and inaugurated the Indie Game Challenge with The GuildHall at Southern Methodist University and GameStop.

"It has been an honor and absolute pleasure to serve the Academy's Board and members," said Olin. "The dynamic nature within the interactive entertainment industry is always best served with new ideas – now is an appropriate time to transition from the Academy in a way that will ensure its continued growth through Martin's leadership and energy. I look forward to working with Martin and the Board as their representative in the months ahead."

Olin will be working with Rae and the Board through the end of the year to insure that the 10th iteration of the D.I.C.E. Summit and 14th Interactive Achievement Awards are successful.

"After a careful and thorough selection process we feel that the Academy of Interactive Arts & Sciences will be under good hands with Martin," said Jay Cohen, AIAS Chairman & President of Development, Jerry Bruckheimer Games. "The Academy truly appreciates the passion and dedication that Joseph brought to the organization for so many years. The positive momentum that the organization enjoys today is a result of his team's efforts. We have no doubt that Joseph will be successful in whatever he pursues and wish him well. "

Rae has held extensive executive level leadership positions in a number of video game, entertainment and start-up company efforts. Previously, Rae served as the CEO of Sunleaf Studios, a virtual

world/Internet game development company and the developer of Pandanda.com and various CEO positions at Boss Entertainment, including Boss Game Studios and The Electric Playground.

“I am honored to have been selected by the Academy’s Board,” said Rae. “The Academy has made tremendous progress under Joseph’s stewardship and I look forward to building on those accomplishments.”

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