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**THE ACADEMY OF INTERACTIVE ARTS & SCIENCES ANNOUNCES
CHANGES TO ITS BOARD OF DIRECTORS**

CALABASAS, CA – June 28, 2006 – The Academy of Interactive Arts & Sciences® (AIAS), the professional organization of the interactive entertainment industry, announced today several changes to its board of directors: current board member, Denny Thorley has been named chairman; board member, Jay Cohen, has been designated vice chairman; current chairman, Ted Price, has been elected secretary; and Kelly Flock has joined the AIAS Board of Directors as a new member. Additionally, Rich Hilleman, Ray Muzyka and Frank Pape have been re-elected to the board.

“It is an honor to serve as chairman of the Academy at a time when our membership is dramatically expanding and publisher and developer support is at an all time high,” says Thorley. “I look forward to seeing the Academy continuing its mission of showcasing the talents of its members over the coming year.”

The AIAS Board of Directors is the governing body of the 10,000 member Academy and is composed of 16 industry leaders representing Sony, EA, Nintendo, Microsoft, Atari, and Ubisoft as well as representatives from the independent development community. Executive positions are filled from the AIAS’s board annually and new board members are appointed to two year terms.

“The current Executive Board has done an amazing job of turning the Academy into the face of the interactive entertainment industry, and the new board will continue to champion the issues and concerns impacting the field,” says Joseph Olin, president, AIAS.

Chairman-elect Thorley, the president of independent game developer, Day 1 Studios, is an industry veteran with more than 17 years experience. Under Thorley’s direction, Day 1 has received numerous awards, notably for its first title, *MechAssault*. Prior to joining Day 1 Studios, Thorley was the CEO and co-founder of FASA Interactive Technologies.

Incoming Vice Chairman Cohen is vice president of U.S. Publishing with Ubisoft and is in charge of business planning for North America, building relations with console manufacturers, overseeing non-retail sales, product release planning, content and brand acquisition and general management for the company.

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Price, the secretary-elect, is the President and CEO of Insomniac Games, Inc., an independent game developer based in Burbank, California. Insomniac is best known for the *Spyro the Dragon* games and the *Ratchet and Clank* series. To date Insomniac has sold over 19 million copies of its seven games.

New board member, Kelly Flock, executive vice president of worldwide publishing for THQ, brings more than 20 years of games industry experience to the Academy. Prior to joining THQ, Flock served as president and CEO of Sony Online Entertainment, president of 989 Studios, and president of Sony Interactive Studios America. Flock also served as general manager of LucasArts Entertainment Company, where he managed the game division of Lucasfilm Ltd.

Re-elected board members Hilleman, Muzyka and Pape combined bring more than 20 years of games industry experience to the board. Hilleman works in the internal University at Electronic Arts on specialized education for producers and development directors. As joint CEO and Co-Executive Producer for BioWare Corporation, Muzyka has been behind some of the most well-known video game properties, including *Baldur's Gate*. Pape is Senior Director, Business Development for Microsoft Game Studios (MGS) and is responsible for new business development, franchise management, and licensing for all of MGS.

Thorley, Cohen, Price and Flock will join the reelected Hilleman, Muzyka, and Pape on the AIAS Board of Directors when it begins its term on August 1, 2006. For a complete list of the board of directors, please visit 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 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. (Design, Innovate, Communicate, Entertain) Summit, 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 over 10,000 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 <http://www.interactive.org> and <http://www.dicesummit.org>

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