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**ACADEMY OF INTERACTIVE ARTS & SCIENCES DONATIONS
TO LIGHT UP CHILDREN'S SPIRITS WITH STARLIGHT
STARBRIGHT FUN CENTER**

CALABASAS, Calif. – January 17, 2007 – The Academy of Interactive Arts & Sciences (AIAS) is putting on a fundraising drive to sponsor a Starlight Starbright Children's Foundation Fun Center, a mobile entertainment unit that rolls right up to young patients' beds or anywhere in a hospital setting to help pediatric patients forget about their illness, even if just for a few moments.

The AIAS will donate \$1 for every member's vote for the 2007 Interactive Achievement Awards to Starlight Starbright, and all proceeds will go towards acquiring a Fun Center for placement in a hospital.

"We are overjoyed to support this great program that provides young patients with entertainment, excitement and even a distraction during their exhaustive treatments and long hospital stays," said Joseph Olin, president, AIAS. "The gaming community understands the hardships these children face while hospitalized and is pleased to give back and be a part of such a supportive and respected organization."

"We would like to thank AIAS for its support of our Fun Center program," said Paula Van Ness, CEO, Starlight Starbright Children's Foundation. "A Fun Center uniquely counters the isolation and fear that hospitalized children often face and is a welcome guest when other visitors aren't around. We hope each and every member of AIAS casts a vote!"

The Starlight Starbright Children's Foundation is a nonprofit organization dedicated to improving the quality of life for seriously ill children and their families. In addition to Fun Centers, some of the programs that Starlight Starbright has designed for these children include Starlight Sites – playrooms and teen lounges in hospitals – and PC Pal laptop computers so kids can play games, e-mail, chat with friends, and even do homework from their hospital bed.

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The Interactive Achievement Awards® are the only peer-based awards that recognize the year's best video games, computer games, online entertainment, outstanding individuals and groundbreaking development teams that have propelled the advancement of the multi-billion dollar worldwide entertainment software industry. The awards presented by the AIAS are determined by a vote of field-specific, qualified Academy members, making the Interactive Achievement Awards the most sought-after, respected and credible recognition for creators of entertainment software.

The AIAS has more than 10,000 members who are dedicated to serving the entertainment software industry. The 10th Annual Interactive Achievement Awards®, hosted by actor, comedian and avid video game player, Jay Mohr, will take place during the 2007 D.I.C.E. Summit on Thursday, February 8, 2007 at "The Joint" at Hard Rock Hotel in Las Vegas.

About Fun Centers:

Fun Centers are mobile entertainment units containing flat screen televisions, DVD players and Nintendo gaming systems. While diversion is the Fun Center's primary purpose, these entertainment centers do much more – they improve the quality of a pediatric patient's life. Fun Centers help hospitalized children, whether they are nervously awaiting surgery, sitting restlessly during a long treatment, or feeling lonely in their hospital room, cope by providing countless hours of fun and distraction. Caregivers report that Fun Center use may even result in a reduced need for pain medication.

To date, there are more than 5,000 Fun Centers in hospitals across North America.

About the Starlight Starbright Children's Foundation:

Starlight Starbright Children's Foundation is a nonprofit organization that transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services that touch the lives of more than 180,000 children and families each month. To learn more visit www.starlight.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 more than 10,000 members, with the board comprised of senior executives from the major video game 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>

