SKYRIM RIDES INTO VICTORY WITH FIVE IAAS INCLUDING GAME OF THE YEAR
AT THE 15TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS

Top Accolades Also Go to Uncharted 3, Portal 2, Call of Duty: MW3, Bastion and Fruit Ninja Kinect

LAS VEGAS – FEBRUARY 9, 2012 – The 15th Annual Interactive Achievement Awards (IAAs) took place this evening, with a veritable who's who of industry talent and this year's hottest titles. Since 1996, the Interactive Achievement Awards have recognized outstanding games, individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry.

The night's big winner was *The Elder Scrolls V: Skyrim,* which grabbed Game of the Year honors and a total of five (5) awards in recognition of its excellent storytelling and extensive and immersive world. Other big winners included the blockbuster *Uncharted 3: Drake's Deception*, which was recognized for technical achievements that brought the game to life, walked away with a total of three (3) IAAs. Likewise, the cross-over hit puzzle-platformer *Portal 2* walked away with three (3) IAAs. The energetic motion game *Fruit Ninja Kinect* sliced and diced the competition to come out on top as Casual Game of the Year. Continuing to be a hot topic in the industry, Social and Mobile gaming took flight with *Infinity Blade II* taking Mobile Game of the Year and *The Sims Social* winning Social Networking Game of the Year.

"Each year the Interactive Achievement Awards sees the top minds and personas of our industry coming together to not only celebrate, but recognize one another for the achievements of the year," said Martin Rae, president, Academy of Interactive Arts & Sciences." 2011 produced an outstanding number of fantastic games in all areas of the industry – console, PC, social and mobile – we are truly witnessing a new golden age of gaming. Bravo to our winners!"

Hosted by comedian, actor and proud game enthusiast, Jay Mohr, at the Red Rock Resort in Las Vegas, industry luminaries, development personalities and talent from around the world came together to celebrate, share and comment on the status of the industry and where they see it going in 2012 and beyond. For those who may have missed the live same-day webcast of the IAAs in its entirety on GameSpot.com, the video will continue to be hosted on www.dice.gamespot.com.

These awards, decided by a peer-based voting system, are given to the talented individuals and development teams that have added to, shaped and pushed the limits of what was once thought to be the boundaries of this multi-billion dollar worldwide interactive entertainment industry. The winners in each category are as follows (in order of presentation):

Outstanding Achievement in Original Music Composition
Portal 2
- Publisher: Valve Corporation
- Developer: Valve Corporation

Outstanding Achievement in Sound Design
Battlefield 3
- Publisher: Electronic Arts
- Developer: DICE

Outstanding Achievement in Story
Elder Scrolls V: Skyrim
- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios

Outstanding Character Performance
Portal 2 - Wheatley
- Publisher: Valve Corporation
- Developer: Valve Corporation

Downloadable Title of the Year

Bastion
- Publisher: Warner Bros. Interactive Entertainment
- Developer: Supergiant Games

Casual Game of the Year
- **Fruit Ninja Kinect** Publisher: Microsoft Studios
- Developer: Halfbrick Studios

Social Networking Game of the Year
The Sims Social
- Publisher: Electronic Arts, Inc.
- Developer: Playfish

Role-Playing/Massively Multiplayer Online Game of the Year
Elder Scrolls V: Skyrim
- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios

Outstanding Innovation in Gaming
Skylanders Spyro's Adventure
- Publisher: Activision
- Developer: Toys for Bob

Sports Game of the Year
FIFA 12
- Publisher: Electronic Arts, Inc.
- Developer: EA Canada

Racing Game of the Year
Forza Motorsport 4
- Publisher: Microsoft Studios
- Developer: Turn 10 Studios

Fighting Game of the Year
Mortal Kombat
- Publisher: Warner Bros. Interactive Entertainment
- Developer: NetherRealm Studios

Strategy/Simulation Game of the Year
Orcs Must Die!
- Publisher: Microsoft Studios
- Developer: Robot Entertainment

Family Game of the Year
LittleBigPlanet 2
- Publisher: Sony Computer Entertainment America
- Developer: Media Molecule LLC

Mobile Game of the Year
Infinity Blade II
- Publisher: Epic Games
- Developer: Epic Games

Handheld Game of the Year
Super Mario 3D Land

- Publisher: Nintendo
- Developer: Nintendo

Adventure Game of the Year
Batman: Arkham City
- Publisher: Warner Bros. Interactive Entertainment
- Developer: Rocksteady Studios

Outstanding Achievement in Online Gameplay
Star Wars: The Old Republic
- Publisher: Electronic Arts, Inc.
- Developer: BioWare Austin

Outstanding Achievement in Connectivity
Portal 2
- Publisher: Valve Corporation
- Developer: Valve Corporation

Action Game of the Year
Call of Duty: Modern Warfare 3
- Publisher: Activision
- Developer: Infinity Ward/Sledgehammer Games

Outstanding Achievement in Animation
Uncharted 3: Drake's Deception
- Publisher: Sony Computer Entertainment America
- Developer: Naughty Dog

Outstanding Achievement in Art Direction
Uncharted 3: Drake's Deception
- Publisher: Sony Computer Entertainment America
- Developer: Naughty Dog

Outstanding Achievement in Visual Engineering
Uncharted 3: Drake's Deception
- Publisher: Sony Computer Entertainment America
- Developer: Naughty Dog

Outstanding Achievement in Gameplay Engineering
Elder Scrolls V: Skyrim
- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios

Outstanding Achievement in Game Direction
Elder Scrolls V: Skyrim
- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios

Game of the Year
Elder Scrolls V: Skyrim
- Publisher: Bethesda Softworks
- Developer: Bethesda Game Studios

Titles were played and evaluated by members of the Academy's Peer Panels. The panels are comprised of the game industry's most experienced and talented men and women. Each panel is responsible for evaluating one award category.

Interactive Achievement Award recipients are determined by a vote of qualified Academy and IGDA members. Award voting is confidential, conducted online and supervised and certified by VoteNet Solutions, Inc. The integrity of the system, coupled with a broad-based voting population of AIAS members, makes the Interactive Achievement Awards the most credible, respected and recognized awards for interactive entertainment software.

The IAAs honors the amazing creations of our industry's top minds, as well as the personalities and shining stars that give their all to these projects. This year Tim Sweeney of Epic Games was inducted into the Hall of Fame for his revolutionary work with the Unreal Engine and the impact it has had on the gaming world. Ed Logg was named 3rd annual AIAS Pioneer Award recipient for his groundbreaking work in the early days of Atari's arcade generation on games such as Asteroids.

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.

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