

## FOR IMMEDIATE RELEASE

### THE ACADEMY OF INTERACTIVE ARTS & SCIENCES ANNOUNCES ITS 14<sup>TH</sup> INTERACTIVE ACHIEVEMENT AWARD NOMINEES

CALABASAS, Calif. – January 19, 2011 – The Academy of Interactive Arts & Sciences (AIAS) today announced the finalists for the 14<sup>th</sup> Annual Interactive Achievement Awards (IAAs). The blockbuster game, *Red Dead Redemption*, garnered nine nominations for the peer-based awards from leaders and members of the interactive entertainment software creative community.

Exemplifying the depth of great games within the past year, many titles earned multiple nods for an IAA, including: six nominations for both *ENSLAVED: Odyssey to the West* (Namco Bandai) and *God of War III* (Sony Computer Entertainment America), five nominations for *Call of Duty: Black Ops* (Activision), *Heavy Rain* (Sony Computer Entertainment America), *Assassin's Creed: Brotherhood* (Ubisoft) and *Mass Effect 2* (Electronic Arts) and four nominations for *Dance Central* (Microsoft Game Studios/MTV Games), *LIMBO* (Playdead) and *Starcraft II: Wings of Liberty* (Blizzard Entertainment).

The awards ceremony will take place during the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit 2011 on Thursday, February 10<sup>th</sup> at the Red Rock Resort in Las Vegas, hosted by comedian, actor and proud game enthusiast, Jay Mohr, returning for his sixth year as host. This year's IAAs will be broadcasted on G4 with a one-hour special and will air on Saturday, February 12<sup>th</sup> at 4pm ET / PT . This media partnership will also include a live same-day webcast of the IAAs in its entirety on G4tv.com/DICE at 7:30pm PT / 10:30pm ET.

"2010 saw many great achievements in interactive entertainment," said Martin Rae, president, Academy of Interactive Arts & Sciences. "The Academy is continually impressed by the quality of games and creativity that are put forth each year from the men and women of this medium. Great games are found everywhere - this year's nominations illustrate the depth and breadth of our game experience for titles from core consoles, browsers and personal entertainment devices like the iPhone."

Following is a partial list of finalists; the complete list of Awards categories, finalist and game maker credits is available at: [http://www.interactive.org/images/pdfs/14th\\_Annual\\_IAA\\_Finalists.pdf](http://www.interactive.org/images/pdfs/14th_Annual_IAA_Finalists.pdf)

#### **Game of the Year**

Angry Birds HD (Publisher: Chillingo; Developer: Rovio)  
Call of Duty: Black Ops (Publisher: Activision; Developer: Treyarch)  
God of War III (Publisher: Sony Computer Entertainment America; Developer: SCE Santa Monica Studio)  
Mass Effect 2 (Publisher: Electronic Arts; Developer: Bioware)  
Red Dead Redemption (Publisher: Rockstar Games; Developer: Rockstar San Diego)

#### **Outstanding Innovation in Gaming**

Angry Birds HD (Publisher: Chillingo; Developer: Rovio)  
Dance Central (Publisher: Microsoft Game Studios/MTV Games; Developer: Harmonix Music Systems)  
Heavy Rain (Publisher: Sony Computer Entertainment America; Developer: Quantic Dream)  
LIMBO (Publisher: Playdead; Developer: Playdead)

Red Dead Redemption (Publisher: Rockstar Games; Developer: Rockstar San Diego)

### **Action Game of the Year**

Battlefield: Bad Company 2 (Publisher: Electronic Arts; Developer: Digital Illusions CE)

Call of Duty: Black Ops (Publisher: Activision; Developer: Treyarch))

God of War III (Publisher: Sony Computer Entertainment America; Developer: SCE Santa Monica Studio)

Halo: Reach (Publisher: Microsoft Game Studios; Developer: Bungie)

Red Dead Redemption (Publisher: Rockstar Games; Developer: Rockstar San Diego)

### **Adventure Game of the Year**

Alan Wake (Publisher: Microsoft Game Studios; Developer: Remedy Entertainment)

Assassin's Creed: Brotherhood: (Publisher: Ubisoft; Developer: Ubisoft Montreal)

ENSLAVED: Odyssey to the West (Publisher: Namco Bandai; Developer: Ninja Theory)

Heavy Rain (Publisher: Sony Computer Entertainment America; Developer: Quantic Dream)

LIMBO (Publisher: Playdead; Developer: Playdead)

### **Casual Game of the Year**

Angry Birds HD (Publisher: Chillingo; Developer: Rovio)

Bejeweled 3 (Publisher: PopCap Games; Developer: PopCap Games)

Kinect Sports (Publisher: Microsoft Game Studio; Developer: Rare)

Pac-Man Championship Edition DX (Publisher: Namco Bandai; Developer: Namco Bandai)

Plants vs. Zombies (Publisher: PopCap Games; Developer: PopCap Games)

### **Role-Playing/Massively Multiplayer Game of the Year**

Dragon Quest IX: Sentinels of the Starry Skies (Publisher: Nintendo; Developer: Square Enix)

Fable III (Publisher: Microsoft Game Studios; Developer: Lionhead Studios)

Fallout: New Vegas (Publisher: Bethesda Softworks; Developer: Obsidian Entertainment)

Mass Effect 2 (Publisher: Electronic Arts; Developer: Bioware)

World of Warcraft: Cataclysm (Publisher: Blizzard Entertainment; Developer: Blizzard Entertainment)

### **Social Networking Game of the Year**

Cityville (Publisher: Zynga; Developer: Zynga)

Family Feud (Publisher: iWin/Backstage Technologies; Developer: iWin/Backstage Technologies)

FrontierVille (Publisher: Zynga; Developer: Zynga)

Nightclub City (Publisher: Booyah; Developer: Booyah)

Ravenwood Fair (Publisher; Lolapps; Developer: Lolapps)

More than 100 titles were played and evaluated by members of the Academy's Peer Panels. These panels, one for each award category, are comprised of the game industry's most experienced and talented men and women who are experts in their chosen fields.

### **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 24,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, Day One Studios, Epic Games and Insomniac Games, The Academy celebrates and honors creativity of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>.

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