



INDIE GAME CHALLENGE

SECOND ANNUAL INDIE GAME CHALLENGE GOES GLOBAL, KICKS-OFF WITH MORE THAN \$350,000 IN PRIZES, SCHOLARSHIPS AT STAKE

LOS ANGELES, Calif. – (May 3, 2010) – The Academy of Interactive Arts & Sciences (AIAS), GameStop Corp. (NYSE: GME) and The Guildhall at Southern Methodist University today announced the kickoff of the second annual Indie Game Challenge. The competition has been expanded to include international professional and amateur video game developers competing in different categories for two grand prizes of \$100,000 each plus additional prize monies and scholarships in excess of \$350,000.

The 2011 Indie Game Challenge is open for entries now through Oct. 1, 2010. Teams are required to register at www.IndieGameChallenge.com and submit a working beta copy of their game as well as a pitch video. Complete details and official rules can be found on the website.

Apart from the separate pro and non-pro grand prizes, the competition offers teams the opportunity to win additional prizes as well as follow their dreams of creating the industry's next big video game or gameplay innovation.

Officials with the AIAS, GameStop and The Guildhall at SMU expect the second Indie Game Challenge to attract a far greater number of top quality entries now that more people in the development community are aware of the competition.

“As if the two \$100,000 grand prize awards weren't enough, the Indie Game Challenge also offers teams the chance to compete for monetary awards for technical, art and gameplay achievements and a scholarship to The Guildhall at SMU valued at more than \$50,000,” said Mike Hogan, GameStop's senior vice president of marketing. “In addition, all finalists will receive valuable exposure by having their pitch videos posted on GameStop TV, which is broadcast daily in more than 4,500 locations across the U.S., as well as on the Indie Game Challenge website. More importantly, finalists will be given the priceless opportunity to present their games to established industry experts at the D.I.C.E Summit in Las Vegas next February.”

Joséph Olin, president of AIAS, said the inaugural Indie Game Challenge was rewarding beyond the three partners' expectations,” he said. “The number of games submitted was surpassed by the overall quality of the 12 finalists. The three partners collectively are committed to cultivating the immense pool of talent within this global medium – which is what led to opening the Challenge to international teams.”

Peter E. Raad, founder and executive director of The Guildhall at SMU, points out the key to the Indie Game Challenge rests with the judges. “The judging process to which each game is subjected – while arduous – is critical to identifying the best-of-the-best,” said Raad. “The judges are senior, accredited-members of the AIAS who actually take the time to play the beta versions of each game. In the end, up to 12 finalist teams – six professional and six non-professional – will be announced in January 2011. Members of each finalist team will be flown to an awards reception at the 2011 D.I.C.E. Summit in February 2011 for an experience of a lifetime.”

The inaugural 2010 Indie Game Challenge awards were presented at the 2010 D.I.C.E.™ Summit in Las Vegas where finalists mingled with publishers and attended the awards ceremony hosted by G4tv’s Adam Sessler. *Gear*, by Team 3 from the Digipen Institute of Technology, and *Cogs*, by San Francisco-based Lazy 8 Studios, were declared the two grand prize winners out of the more than 250 entries received.

Team leader Rob Jagnow of Lazy 8 Studios said the Indie Game Challenge and D.I.C.E. Summit were amazing experiences for his professional team on many levels. “Not only did we have a great time meeting all of the other indie developers,” he said, “but it was also an unparalleled opportunity to mingle with some of the most influential names in the gaming industry.” Jagnow also offers some sage advice for teams who are contemplating whether or not to submit an entry. “Even if you don’t get nominated as a finalist, the IGC deadline will help drive your game development with a hard deadline.”

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