

ISM NAMES FRANCOIS MASCIOPINTO AS SENIOR AGENT

LOS ANGELES CA – May 3, 2006 – Interactive Studio Management (ISM), the leading business management company for independent video game studios, today announced that industry veteran Francois Masciopinto, 37, has joined the firm as a senior agent. Masciopinto comes to ISM from Atari Inc., where he was the Director of A & R and Business Development.

“Francois’s global experience and deep understanding of the video game industry makes him uniquely qualified to help lead ISM’s clients to financial and creative success,” said Clyde Grossman, senior partner and co-founder of ISM. “As one of the top interactive entertainment executives, he has earned the respect of industry developers and publishers around the world.”

While at Atari, Masciopinto was responsible for managing new business development activities, including strategic analysis of the interactive market and assessing independent video game developers worldwide. Fluent in multiple languages, Masciopinto is also credited with forging key Atari business relationships with several high profile developers around the world. Prior to Atari, Masciopinto was responsible for the multimedia division of television and broadcast industry leader CANAL + in Paris, France.

In his new role, Mr. Masciopinto will help lead ISM’s European presence. He will also assist current ISM clients in securing development business with leading publishers in the U.S. and abroad. Mr. Masciopinto will maintain an ISM office in New York City, New York.

About ISM

Founded in 1996, Interactive Studio Management (ISM) is the largest agency specializing in interactive video game development and represents several of today’s leading independent studios and titles. Over its ten year history, ISM has produced over a quarter of a billion dollars in video game development investments on behalf of its clients. Drawing on more than eighty years of direct experience in interactive product development, marketing, finance, sales, and acquisitions, ISM continues to make a powerful and lasting impact on the business of video game development. For more information about ISM please visit the official website at www.ism-agency.com