

## **ISM Inaugural GDC Poker Tournament Raises near \$24K for children's charity.**

Winners collect prizes from Philips, LucasArts and Sony PlayStation.

16th March 2007. Los Angeles, USA. ISM Agency, the videogame industry's largest and longest serving business management agency devoted to game development studios, today announced that their poker tournament raised almost \$24,000 for the Starlight Starbright Foundation.

120 players from a broad spectrum of companies in the videogame industry attended the tournament, held on Tuesday 6<sup>th</sup> during the Game Developers Conference in San Francisco.

Stew Kosoy, Senior Partner of ISM Agency commented, "We were delighted to see so many people turn up to compete for fun and for charity. We'd like to extend our thanks to the players and our generous sponsors at Philips, LucasArts and PlayStation® for supporting the tournament."

The winners were:

- 1st. Lee Jacobson, Midway Home Ent – Philips 37" AmbX FlatScreen TV & DVD
- 2nd. 2nd : Jill Zinner, Premier Search – LucasArts memorabilia
- 3rd. Douglas Rilley, LucasArts – Custom PlayStation 3

Winner, Lee Jacobson, Vice President, Business Development / Acquisitions Midway Games, Inc. added, "I'm thrilled I won. But most importantly, the winners are the kids and their families. We played for them. I can't wait to come back next year and defend my title."

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### **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 one-hundred 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.  
[www.ism-agency.com](http://www.ism-agency.com)