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INTERACTIVE STUDIO MANAGEMENT CELEBRATES A DECADE OF DEALS

***Leading Interactive Entertainment Agency Strikes Nearly \$400 Million Dollars
Worth of Deals for Independent Game Development Studios***

LOS ANGELES, CA – October 21, 2006 - Interactive Studio Management (ISM), the leading agency for game development studios in the interactive entertainment industry, is celebrating ten successful years of business. With six full-time agents working in New York, San Francisco and Los Angeles, ISM has negotiated nearly 150 titles that have produced \$275 million in development revenue, generating \$75 million in royalties on behalf of its clients over the past decade.

“A key component to our decade of success has been to always put our clients first,” said Bob Jacob, senior partner and co-founder of ISM. “Our business is built on integrity and lasting relationships. ISM is focused on understanding the video game business by having direct, first-hand experience, and then using that experience to help our clients make long-term decisions about their future. If there is any secret to our success, that’s it.”

“ISM’s talented studios and common-sense working knowledge of the video game industry provide a winning setting for getting deals done,” said Simon Jefferey, president and chief operating officer, SEGA of America, Inc. “We congratulate them on ten years of outstanding business and wish them continued success.”

Since 1996, ISM has also been instrumental in identifying and negotiating equity investments for several of its clients, including EA’s acquisition of Digital Illusions.

“ISM, through their agent Stew Kosoy, was an important factor in EA Partners’ initial deal with DICE for *Battlefield 1942*,” Tom Frisina, vice president, general manager, Electronic Arts Partners.

“Our organization has the distinction of being the very first ISM client,” said Erick S. Dyke, president of n-Space, Inc. “Their efforts have directly impacted our worldwide sales and contributed to our impressive longevity in an industry where independent developers are a rarity. Their commitment, above all, is why ISM has kept n-Space on their client roster for more than decade.”

Currently, the agency is working with top publishers in the industry on the development of twelve separate titles for their clients.

ISM’s current clients include:

- bottleRocket Entertainment in San Diego, California
- Crew 972 in Ramat Gan, Israel

- Deep Red Games in Broughton, Milton Keynes, England
- Digital Extremes in Toronto, Ontario
- Larian Studios in Oudenaarde, Belgium
- Left Field Productions in Thousand Oaks, California
- Mass Media in Moorpark, California
- Nihilistic Software in Novato, California
- n-Space in Orlando, Florida
- Saber Interactive in Cranford, New Jersey, and St. Petersburg, Russia
- Silicon Knights in St. Catharines, Ontario, Canada
- Southlogic Studios in Porto Allegra, Brazil

About ISM

Founded in 1996 by video game veterans Clyde Grossman and Bob Jacob, Interactive Studio Management (ISM) is now the largest agency specializing in interactive video game development and represents several of today's leading independent studios. ISM provides business services to independent game studios including deal sourcing, contract negotiations, process management, acquisition consultation, management consulting and strategic planning. Built on a foundation of direct experience, focus, and integrity, ISM continues to make a powerful and lasting impact on the business of video game development.

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