UNCHARTED 2: AMONG THIEVES BREAKS AWAY AND FLEES WITH 10 AWARDS DURING THE 13TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS

LAS VEGAS – February 18, 2010 – Escaping with10 outstanding awards, Uncharted 2: Among Thieves (Sony Computer Entertainment) ran over the competition at the 13th Annual Interactive Achievement Awards®. Hosted by stand-up comedian and video game enthusiast Jay Mohr at the Red Rock Resort in Las Vegas, the evening brought together renowned leaders from the gaming industry to recognize their outstanding achievements and contributions to the space.

The 13th Annual Interactive Achievement Awards honored successful game designer and Activision co-founder, David Crane with the AIAS' first Pioneer Award. Entertainment Software Association (ESA) founder, Douglas Lowenstein was honored with the Lifetime Achievement Award. Gaming legend behind successful titles, *Crash Bandicoot* and *Spyro the Dragon*, Mark Cerny, was inducted into the Hall of Fame, one of the organization's highest honors.

"The interactive world continues to grow and move forward every day. While we have seen tremendous advances in the community, I believe this is only the beginning," said Joseph Olin, president, AIAS. "With the help of the tremendously talented men and women here tonight, we will continue to create games that inspire each other to continue pushing the envelope."

These peer-based awards recognize the outstanding products, talented individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. The winners in each category are as follows:

Game of the Year:
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Producer: Sam Thompson
- Creative Director: Amy Hennig
- Game Director: Bruce Straley

Outstanding Achievement in Game Direction
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Producer: Sam Thompson
- Creative Director: Amy Hennig
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Casual Game of the Year
Flower
- Publisher: Sony Computer Entertainment America
- Developer: thatgamecompany
- Producer: Kellee Santiago
- Creative Director: Jenova Chen

Fighting Game of the Year
Street Fighter IV
- Publisher: Capcom
- Developer: Capcom
- Producer: Yoshinori Ono

Role-Playing/Massively Multiplayer Game of the Year
Dragon Age: Origins
- Publisher: Electronic Arts
- Developer: Bioware
- Producer: Mark Darrah
- Creative Director: Mike Laidlaw
- Game Director: Mark Darrah

Sports Game of the Year
FIFA Soccer 10
- Publisher: Electronic Arts
- Developer: EA Canada
- Producer: David Rutter
- Creative Director: Gary Paterson
- Game Director: Kaz Makita

Racing Game of the Year
Forza Motorsport 3
- Publisher: Microsoft Game Studios
- Developer: Turn 10 Studios
- Producer: Korey Krauskopf
- Creative Director: John Wendl
- Game Director: Dan Greenawalt

Outstanding Achievement in Game Design
Batman: Arkham Asylum
- Publisher: Eidos/Warner Bros Interactive Entertainment
- Developer: Rocksteady Studios
- Lead Level Designer: Ian Ball

Adventure Game of the Year
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Producer: Sam Thompson
- Creative Director: Amy Hennig
- Game Director: Bruce Straley

Social Networking Game of the Year
Farmville
- Publisher: Zynga
- Developer: Zynga
- Producer: David Gray
- Creative Director: Mark Skaggs
- Game Director: Bill Mooney

Strategy/Simulation Game of the Year
Brütal Legend
- Publisher: Electronic Arts
- Developer: Double Fine Productions
- Producer: Caroline Esmurdoc
- Creative Director: Tim Schafer
- Game Director: Tim Schafer

Action Game of the Year
Call of Duty: Modern Warfare 2
- Publisher: Activision
- Developer: Infinity Ward
- Producer: Mark Rubin
- Game Director: Jason West

Family Game of the Year
The Beatles: Rock Band
- Publisher: MTV Games
- Developer: Harmonix Music Systems
- Producers: Paul DeGooyer, Jeff Jones, Alex Rigopulos
- Creative Director: Chris Foster
- Game Director: Josh Randall

Outstanding Achievement in Animation
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Lead Animators: Josh Scherr, Jeremy Lai-Yates, Mike Yosh

Outstanding Achievement in Art Direction:
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Art Directors: Erick Pangilinan, Robh Ruppel

Outstanding Character Performance
Batman: Arkham Asylum – Joker
- Publisher: Eidos/Warner Bros Interactive Entertainment
- Developer: Rocksteady Studios
- Writers: Paul Dini, Paul Crocker
- Voice Actor: Mark Hamill

Outstanding Achievement in Story - Original
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Writers: Amy Hennig, Neil Druckmann, Josh Scherr

Outstanding Innovation in Gaming
Scribblenauts
- Publisher: Warner Bros. Interactive Entertainment
- Developer: 5th Cell Media
- Producer: Joseph M. Tringali
- Creative Director: Jeremiah Slaczka
- Game Director: Jeremiah Slaczka

Outstanding Achievement in Visual Engineering
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Technology Director: Pal-Kristian Engstad

Outstanding Achievement in Story - Adapted
Batman: Arkham Asylum
- Publisher: Eidos/Warner Bros Interactive Entertainment
- Developer: Rocksteady Studios
- Writers: Paul Dini, Paul Crocker

Outstanding Achievement in Online Game Play
Call of Duty: Modern Warfare 2
- Publisher: Activision
- Developer: Infinity Ward
- Lead Online Designer: Todd Alderman

Outstanding Achievement in Original Music Composition
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog
- Composer: Greg Edmonson

Outstanding Achievement in Soundtrack
Brütal Legend
- Publisher: Electronic Arts
- Developer: Double Fine Productions
- Music Supervisor: Emily Ridgway

Outstanding Achievement in Game Play Engineering
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog

Lead Game Play Programmer: Travis McIntosh

Outstanding Achievement in Sound Design
Uncharted 2: Among Thieves
- Publisher: Sony Computer Entertainment
- Developer: Naughty Dog

Sound Designer/Audio Lead: Bruce Swanson

Outstanding Achievement in Portable Game Design
Scribblenauts
- Publisher: Warner Bros. Interactive Entertainment
- Developer: 5th Cell Media
- Lead Level Designer: Matt Cox

Portable Game of the Year
Scribblenauts
- Publisher: Warner Bros. Interactive Entertainment
- Developer: 5th Cell Media
- Producer: Joseph M. Tringali
- Creative Director: Jeremiah Slaczka
- Game Director: Jeremiah Slaczka

Since 1996, the Interactive Achievement Awards have recognized outstanding games, individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. More than 160 titles were played and evaluated by members of the Academy's Peer Panels. The panels are comprised of the game industry's most experienced and talented men and women. Each panel is responsible for evaluating one award category. Interactive Achievement Award recipients are determined by a vote of qualified Academy and IGDA members. Award voting is confidential, conducted online and supervised and certified by VoteNet Solutions, Inc. The integrity of the system, coupled with a broad-based voting population of AIAS members, makes the Interactive Achievement Awards the most credible, respected and recognized awards for interactive entertainment software.

About the D.I.C.E. Summit:
The D.I.C.E. Summit is a high-level interactive entertainment industry conference that brings together the top video game designers and developers from around the world and business leaders from all the major publishers to discuss the state of the industry, its trends and the future. The three-day event will be held in Las Vegas, at the upscale Red Rock Resort, February 17-19, 2010. Please visit http://www.dicesummit.org for more information.

About the Academy of Interactive Arts & Sciences
The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and

sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, 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. The Academy has over 20,000 members, with the board comprised of senior executives from the major videogame companies including BioWare/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft. More information on AIAS and the D.I.C.E. Summit can be found at http://www.interactive.org and http://www.dicesummit.org.

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