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EEDAR AWARDED PATENT ON CORE TECHNOLOGY AND SERVICES

Data Intensive Approach to Business Analytics for the Sales Projection and Risk Analysis in the Video Game Industry Recognized as New Invention

CARLSBAD, Calif. - Aug. 25, 2009 - Electronic Entertainment Design and Research (EEDAR), a leading business intelligence and research firm offering expert insight into the video game industry, today announced it has been granted a patent from the U.S. Patent and Trademark Office.

Patent number 7,580,853, titled "Methods of Providing a Marketing Guidance Report for a Proposed Electronic Game," relates to a method and system for using very large data sets to produce highly accurate and insightful information for video games in the concept or development phases. These reports encompass sales projections, risk analysis, marketing campaign and brand choices, optimal feature sets and investor guidance.

"This patent award demonstrates our dedication to creating and protecting EEDAR's unique intellectual property that is revolutionizing how the video game industry approaches decision making," said Greg Short, EEDAR Chairman and Co-Founder. "Like many industries, the video game business is embracing ways to increase profitability and operating efficiency. EEDAR's ability to provide fast, accurate and actionable data using technologies tied to this patent is a core component of our overall competitive advantage within the research industry. The extraordinary growth our organization continues to achieve demonstrates clearly that our clients realize the value our unique services have brought to their operations."

EEDAR is the world's first and only independent research company that provides real-time, objective analysis of the video game industry for a variety of clients, including publishers, developers, marketing firms and investors. Much more than just looking at macro-level variables, EEDAR's proprietary game feature database is the largest collection of video game facts ever created. Each game within the EEDAR database is classified on more than 15 thousand different attributes. The database now has more than 10 million pieces of data from over 9 thousand game, and continues to grow daily.

EEDAR has two flagship products: DesignMetrics® for proposed game risk and market analysis, and GamePulse®, a web based dashboarding service that provides comprehensive title, industry and demographic insights. The company's patented process helps publishers, developers and investors analyze enormous amounts of data in real time so they can make fast, strategic decisions about trends, game features, and much more.

With video game production budgets averaging more than \$10 million and EEDAR services starting from as little as \$5,000 per title (less than 0.05% of total development costs), EEDAR offers publishers and investors a lucrative way to reduce their overall risk exposure.

About EEDAR

Founded by a team of interactive entertainment veterans in 2006, EEDAR is the premier information and research provider specializing in the video game industry. Leveraging their proprietary database of over nine thousand game titles and more than ten million game features, EEDAR provides products and services to many of the largest publishers and developers in the industry.

Through the delivery of more accurate, actionable and accessible data, EEDAR is increasing the efficiency, profitability and creativity of the video game industry.

EEDAR is based in Carlsbad, California.

For more information please visit <http://www.eedar.com> or call +1 877-883-3327.

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