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FOR IMMEDIATE RELEASE

EEDAR RANKED 15 IN AMERICAS MOST PROMISING COMPANIES LIST BY FORBES MAGAZINE

*Premier Research Firm for Video Game Industry Improving Profitability
For Game Publishers and Investors Using Revolutionary Approach*

CARLSBAD, Calif. - Sep. 17, 2009 - Electronic Entertainment Design and Research (EEDAR), a leading business intelligence and research firm offering expert insight into the video game industry, has been named to the inaugural Forbes list of America's Most Promising Companies.

The publication ranked EEDAR 15th in its top 20 list after an exhaustive diligence process conducted over the last five months. The companies chosen represent the most promising small businesses and startups in America based on the size of their potential market, the strength of their intellectual property, experience of their management team, and track record in hitting product development benchmarks.

"EEDAR's inclusion in our list is quite an achievement," says Brett Nelson, Forbes Entrepreneurs Editor. "The company appears to have very strong prospects in its core market."

"It is an honor for EEDAR to be recognized by Forbes on this exciting list of companies," said Greg Short, Chairman and co-founder of EEDAR. "EEDAR has been able to achieve tremendous success even amidst the recent harsh economic climate. Top line revenue for EEDAR has grown by more than 400 percent on an annual basis for the last three years and the company will generate more than \$1.5 million in sales this fiscal year. EEDAR's ability to reduce risk exposure for our clients' large financial investments while improving their internal efficiency and potential profitability on individual game titles has allowed us to penetrate our target market very effectively."

EEDAR's technology and services are based on a patented, data intensive approach to business intelligence leveraging an internal collection of video game features spanning over ten million data points and nine thousand game titles. EEDAR's highly trained research team analyzes - by direct observation - every video game that is released using EEDAR's proprietary taxonomy of game design. EEDAR tracks more than 15 thousand unique attributes of every video game - all of which are objectively quantifiable.

"The enormous amount of data EEDAR collects has allowed us to truly revolutionize the way research and due diligence are performed in the video game industry," said Geoffrey Zatkin,

President and Chief Operating Officer of EEDAR. "EEDAR's unique ability to accurately quantify the effect choices in game features, marketing approaches and portfolio selections have on revenue empowers our clients to make impactful, data driven decisions as opposed to relying only on gut instinct and less comprehensive alternatives."

EEDAR currently provides services to more than 60 percent of the world's leading publishers in addition to operating divisions supporting the retail and investment sectors.

About EEDAR

Founded by a team of interactive entertainment veterans in 2006, EEDAR is a leading business intelligence and research firm offering expert insight into the video game industry.

Leveraging their proprietary database of over nine thousand game titles and more than 10 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.

About America's Most Promising Companies

According to Forbes, the search for America's Most Promising Companies kicked off in May 2009 with the launch of a new editorial section in Forbes.com's Entrepreneurs channel.

Forbes teamed with The Venture Alliance (TVA), an advisory to early-stage entrepreneurs, which has devised a rating system for young companies. Prospects were scored on a host of characteristics, among them the size of the markets they serve, the strength of their intellectual property, the extent to which founders put their own capital at risk, the experience of their management teams, and their record in hitting product-development benchmarks promised to equity investors. Forbes collected the data via a detailed survey that took roughly two hours to complete. TVA also brought in software experts and engineers to evaluate product plans, and Forbes reporters interviewed all the finalists.

For more details visit <http://www.forbes.com/promising>.