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FOR IMMEDIATE RELEASE

EEDAR APPOINTS JESSE DIVNICH AS DIRECTOR OF ANALYTICAL SERVICES

*World's largest database of video game "DNA" to allow
unprecedented level of support for investors and institutions.*

San Diego, CA., April 16, 2008 - Electronic Entertainment Design and Research (EEDAR), a business intelligence and research firm specializing in the videogame industry, today announced the appointment of Jesse Divnich to Director of Analytical Services. In his position, Divnich will continue his work as one of the leading analysts for the videogame industry, while spearheading both new products and business development for the financial sector.

"EEDAR's vast collection of proprietary data and research tools allow publishers and developers to increase product quality, sales and efficiency throughout the development cycle," said Divnich. "I am eager to begin leveraging these technologies in my new role, while contributing to the development of new products for EEDAR in the areas of due diligence, risk management and analysis of industry trends."

"We are delighted to have Mr. Divnich join the EEDAR team. Jesse's deep roots in the community, in-depth knowledge of the financial sector and strong industry relationships will assist EEDAR in achieving our goal - that of improving the efficiency of the videogame industry by enabling informed decision making," said Geoffrey Zatkan, President and COO of EEDAR.

Most recently, Divnich served as the Lead Analyst for videogame sales prediction web site "The simExchange" where he helped to expand the popularity of prediction markets as a means to more accurately predict sales within the interactive entertainment industry. Divnich has worked as an independent industry consultant and analyst with numerous private firms and institutions with strong financial interests in the interactive entertainment sector.

About EEDAR

Headquartered in San Diego, Calif., EEDAR is a research firm founded by interactive entertainment veterans in 2006. The company's mission is to allow for a more informed decision making process by

providing videogame publishers, developers and investors with the most comprehensive, objective analysis of a game's design, market worthiness and potential return on investment. EEDAR delivers critical information for understanding and navigating the highly competitive electronic entertainment and videogame market. EEDAR's products and services are based on its proprietary game feature database, the world's largest dataset of game features, allowing the company to produce highly accurate analysis for the video game industry.

For more information on EEDAR, please visit www.eedar.com or call +1 877-883-3327.

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