

Contact:

Gregory Short
Electronic Entertainment Design and Research
1-877-883-3327 ext. 102
gshort@eedar.com

FOR IMMEDIATE RELEASE

**EEDAR LAUNCHES GAMEPULSE™
WEB-BASED INFORMATION SERVICE FOR THE VIDEO GAME INDUSTRY**

Unprecedented insight into game titles, developers, publishers and platforms.

Carlsbad, CA., October 15, 2008 - Electronic Entertainment Design and Research (EEDAR), a business intelligence and research firm specializing in the video game industry, today announced the launch of GamePulse™, its premier web-based information service providing insight into both macro-level trends and micro-level details for video game titles, publishers, developers and console platforms.

“Despite the video game industry being near recession proof, increasing development costs and overall competition in the marketplace demand that investors, publishers and developers intensify their due diligence if they wish to maintain profit levels”, said Geoffrey Zatkan, President and Chief Operating Officer of EEDAR. “With its extensive data coverage, detailed analytics and ability to converge numerous data sources into a single application, GamePulse delivers fast, accurate and meaningful insight to the many issues which must be addressed during the greenlight, development and marketing stages of a video game’s production.”

GamePulse contains information on more than 4,500 historically released game titles, 750 upcoming game titles, 800 developers and 150 publishers; GamePulse is updated continually with the latest industry data.

Through integration with the EEDAR game database, which identifies up to 15,000 unique attributes for every game title analyzed by the company, GamePulse delivers contextually relevant and actionable information for the day-to-day decisions facing the video game industry. GamePulse can provide information as broad as analyzing the historical and upcoming game titles for a specific company or be as detailed as examining the use of different multiplayer modes in Mature rated Action games on a per console basis.

Supplied as a web-based subscription service, GamePulse is the most accessible and extensive collection of objective facts and trending data for the video game industry commercially available. To learn more about GamePulse, download a detailed fact sheet or arrange for a personal demonstration visit <http://www.eedar.com> or call +1.877.88.EEDAR.

About EEDAR

EEDAR is a research firm founded by a team of interactive entertainment veterans in 2006. The company's mission is to increase the profitability and creativity of the video game industry by allowing publishers, developers, and investors to make more strategic decisions based on objective, accessible and meaningful data.

EEDAR is based in Carlsbad, California. For more information please visit www.eedar.com or call +1 877-883-3327.

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