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**New Research Firm EEDAR's Study Analyzes
Importance of Online Functionality, Game Review Scores,
Identifies Success Factors Among Consoles**

San Diego, Calif. - Sept, 10, 2007 - Electronic Entertainment Design and Research (EEDAR), a new interactive entertainment research firm, has released data which measures to-date success of the latest generation of consoles, looks at the significance of online functionalities and other market factors such as the correlation between game review scores and retail success. Providing objective and accessible analysis, EEDAR is an industry research firm that helps publishers and developers understand the video game landscape and make better design, production and marketing choices.

The new study, Console Intelligence Brief 2007, examines the range of new business opportunities for developers and publishers that the latest generation of video game console hardware has created. Connectivity has opened up meaningful social interactions with other players which increases audience, brand strength and game longevity for titles that have online features. Digital storefronts for latest generation consoles are providing a means of further monetizing game libraries, including older games, to the audience.

For next generation console games, the critics' favorite list and the blockbuster charts have a lot in common, with highly rated titles selling up to five times better than titles with lower scoring reviews.

"In the increasingly expensive and risk averse publishing environment, understanding the market and a better knowledge of the features that resonate with your customers can help game makers use their creativity to develop titles with blockbuster sales potential," Geoffrey Zatkan, COO, EEDAR, said. "EEDAR's mission is to help publishers and developers make informed decisions about how to build games and market them. We stress hard facts and ease of readability in all our reports and services; good data means nothing if you can't understand it."

The report examines the Sony® PlayStation®3, Nintendo® Wii™ and Microsoft® Xbox 360™ since each consoles' release through June 1, 2007.

After analyzing the 219 retail and 187 downloadable games made available on these new platforms for factors such as genre, ESRB rating, gross sales in the United States, Metacritic scores, online functionalities, multiplayer capability and other core game features, the report contains a comprehensive and eye-opening account of current market conditions.

Sample findings include:

- Despite online connectivity being a big marketing aspect for these new consoles, 45% of retail games are not utilizing it in any way. 98% of Nintendo Wii games have no online functionality at all.
- Mature rated titles, comprising 10% of all US retail games examined, have both the highest average Metacritic scores and the highest average gross sales in the United States. This is despite not being offered for sale at some major retailers.
- Games which achieved a Metacritic score above 90 grossed sales up to 531% more than the industry average, but were less than 2% of all titles released.
- The Action genre is the most prevalent in the market at 24% of all available titles, though the Shooter genre has the highest gross sales.
- The Nintendo Wii released more than twice the number of retail and downloadable game titles than either the PlayStation 3 or Xbox 360 during the first 7 months each platform's launch.

The comprehensive report also includes a full listing of all retail and downloadable games for the period, along with an industry summary and detailed analysis of each console and its available game titles, performance metrics and market position.

About Study Methodology

Electronic Entertainment Design and Research (EEDAR) analyzed next generation downloadable games and downloadable content for game titles on the Sony PlayStation 3, Nintendo Wii, and Microsoft Xbox 360 to bring you the most accurate picture of the next generation game market. EEDAR researchers examined over 180 downloadable games available through these new marketplaces. Each downloadable game is categorized by cost (Wii points, Microsoft points, and local currency), file size, genre, ESRB ratings, Metarcitic rating, online functionality and multiplayer capability.

Over 2,100 pieces of downloadable content for the Sony PlayStation 3, Nintendo Wii and Microsoft

Xbox 360 were analyzed during this study to show the most accurate picture of the next generation game market to date. Every piece of downloadable content has been categorized in the EEDAR classification system, consisting of 10 categories and 52 subcategories (including themes, music, new functionality, and cheats/unlock files) and then analyzed by publisher, purchase price, genre, ESRB, Metacritic score and game title revenue.

Console Storefronts 2007 enables publishers and development studios to maximize the revenue of their game titles through the intelligent addition of downloadable content.

Interested parties can purchase the report at <http://www.eedar.com>.

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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