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FOR IMMEDIATE RELEASE

**EEDAR AND NIELSEN COLLABORATE TO DELIVER
UNPRECEDENTED INSIGHT INTO THE MARKETING OF VIDEO GAMES**

Deeper insight into the \$823 million a year video game marketing industry will help to increase campaign effectiveness and stretch budgets further

Carlsbad, CA., February 10, 2009 - Electronic Entertainment Design and Research (EEDAR), a business intelligence and research firm specializing in the video game industry, today announced the establishment of a long term agreement with The Nielsen Company to provide detailed analysis of historical marketing campaigns in the video game industry.

In 2008 more than \$823 million was spent in the promotion of video game titles in the United States (Source: Nielsen Monitor-Plus). With current economic conditions now affecting even the recession-resistant video game industry, this collaboration between EEDAR and The Nielsen Company will deliver the critical insights necessary for maximizing the money invested in the marketing efforts of future game titles.

Information from Nielsen's industry leading *Monitor-Plus* advertising monitoring service will be integrated with EEDAR's proprietary database of video game features, or "Game DNA", covering more than eight thousand historical game titles. The combined data will be delivered via EEDAR's *GamePulse™* and *DesignMetrics™* services, marking a new era in both the ease of accessibility and depth of analysis possible from examining historical and future video game marketing campaigns.

"EEDAR is very pleased to work with The Nielsen Company - one of the most trusted names in marketing research" said EEDAR Executive Chairman, Gregory Short. "The integration of Monitor-Plus marketing data and creative assets into EEDAR technologies will redefine how the video game industry can analyze and best leverage the pivotal role marketing plays in the consumer purchase process."

Using EEDAR technologies, marketing campaign data, including total estimated spend and mixed media allocation, can be contextualized as broadly as industry or genre wide trends, or as granularly as individual video game titles. The agreement also empowers EEDAR clients to view

digital versions of historical print and TV advertisements, thereby increasing the efficiency by which video game marketers and creative agencies can research best-practices and advance innovation in their field. Subscribers to EEDAR's web-based *GamePulse™* information service will be able to access this new marketing campaign data in March, 2009.

In addition to providing these insights via the *GamePulse™* web service, EEDAR will also now leverage historical marketing campaign data and identify current trends as part of their world-leading sales projection and risk analysis service for video games: *DesignMetrics™*.

"The combination of Nielsen market intelligence with EEDAR's games metrics and analysis will be a valuable resource that will enable games publishers to make more informed decisions regarding the \$823 million spent promoting video game titles," said Enid Maran, Vice President of New Business Development, Media Services for The Nielsen Company.

Attendees of the 2009 D.I.C.E summit, to be held in Las Vegas February 17-20, will have the opportunity for an exclusive "hands-on" sneak-peek at the results of the Nielsen and EEDAR data analyses via *GamePulse™* kiosks available in the D.I.C.E lounge at the event.

To arrange for a private demonstration or obtain more details about EEDAR services visit www.eedar.com, phone +1.877.883.3327 ext 104 or email sales@eedar.com.

About *GamePulse™*

GamePulse™ is the video game industry's premier information service, designed to support video game production, development, research, marketing and investment professionals. Continually updated with the latest factual data, *GamePulse* provides unique industry insights through a single web portal on the features in game titles, review scores, downloadable content, company portfolios, industry trends, franchise history, marketing spends, mixed media analysis and more!

GamePulse brings EEDAR's knowledge of the video game industry to your fingertips, centralizing disparate data sources, expanding accessibility to information and enabling more informed decision making.

About *DesignMetrics™*

DesignMetrics™ is the only commercial competitive analysis, sales projection and risk mitigation product based on an algorithmic regression of more than five thousand game titles, four million game features and over a decade of historical metadata.

DesignMetrics provides independent, objective and fact driven analytics at concept, greenlight or during production to help increase the potential market success for a video game title and increase the internal efficiency across departments and between publishers and developers.

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 <http://www.eedar.com> or call +1 877-883-3327.

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