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FOR IMMEDIATE RELEASE

**EEDAR AND METEOR SOLUTIONS TO OFFER TURNKEY ANALYTICS FOR
TRACKING OF VIRALITY OF MARKETING CAMPAIGNS AND COMMUNITY PROGRAMS**

Tracking service will allow for capturing and trending of data on how marketing websites and creative assets are shared by users across their social networks and friend networks

Carlsbad, CA., June 15, 2010 - EEDAR, the exclusive provider of comprehensive, objective, instantly accessible information for the global video game industry, today announced a new partnership with Meteor Solutions, the leading provider of earned media monitoring, to provide video game publishers and marketers with a ground-breaking new way to monitor the success and virality of media marketing efforts.

Social network services, such as Facebook and Twitter, have become a common means for video game consumers to share their interests in upcoming games, largely by distributing video game creative assets and marketing materials to their friends and fellow gamers. In addition, many visitors to the marketing websites of upcoming games are the result of links sent via email or instant messenger. This new collaboration between EEDAR and Meteor Solutions will allow marketers the ability to quickly and easily track the amount of traffic a site generates as a result of users sharing links with each other, thus measuring the strength of the brand/campaign and the virility of the community. It will also allow marketers to track the most influential sites, the ones driving the most traffic and, more importantly, conversions to purchase or sign up.

“EEDAR is very excited about our new partnership with Meteor Solutions ” said EEDAR Chief Executive Officer, Mr. Greg Short. “This new initiative will fill a long -standing gap in evaluating the success of video game marketing campaigns by providing definitive results on not only how many people visited a website or watched a trailer, but how many came directly as a result of word-of-mouth referrals. In addition, by learning where people were referred from and how many people they in turn referred, a clear picture of where evangelists for video game titles are originating from allows for more impactful, targeted outreach efforts.”

“Earned media is media that is not paid for directly, but stands on the strength of interesting content that fosters pass-along. The interactive entertainment industry is one of the major drivers

of viral information, one of those sectors that thrive on word-of-mouth. This partnership with one of the leaders in game analysis and research will help the video game industry pinpoint the key nexuses of the dissemination of information,” said Ben Straley, CEO of Meteor Solutions.

Meteor Solutions earned media monitoring services will allow EEDAR to report on the impact of marketing campaigns within one hour of new assets or news being released. In addition, by monitoring numerous titles over a period of time, EEDAR can generate expected norms and key metrics for each Meteor enabled client and their unique community of gamers.

The integrated service will be delivered via EEDAR’s world leading GamePulse™ product and available in time for clients to track their 2010 holiday title marketing efforts (anticipated launch is August 1, 2010).

To arrange for a personal demonstration of the product offering, or to simply learn more about EEDAR services, visit www.eedar.com, phone +1.877.883.3327 ext 122 or email sales@eedar.com.

About Meteor Solutions

Meteor Solutions’ hosted software solution enables marketers and publishers to measure, manage, and monetize earned media - the word of mouth conversations, blog posts, tweets, viral videos, and other unpaid content a brand creates or encourages - with the same precision as paid media programs like search, display advertising, and email. With Meteor’s technology platform, marketers can easily determine in real-time the actual impact of social media on traffic and conversion, find key influencers, and better engage target audiences. Meteor customers include brands such as Alaska Airlines, Microsoft, and Red Bull, as well as agencies like Ayzenberg Group and Creature. Meteor Solutions is a privately held company based in Seattle, Wash. (www.meteorsolutions.com)

About GamePulse™

GamePulse™ is the video game industry’s premier information service, designed to support video game research, marketing, sales, production 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 and sales performance.

With the ability to contextualize data on at highly granular levels and support for integrating data from North America, Europe and Japan, *GamePulse* brings EEDAR’s knowledge of the video game

industry to your fingertips, centralizing disparate data sources, allowing instant accessibility to information and increasing the accuracy of research based decisions.

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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