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FOR IMMEDIATE RELEASE

**EEDAR AND NIELSEN EXPAND RELATIONSHIP TO PROVIDE INSIGHTS ON
THE MARKETING OF VIDEO GAMES IN THE UNITED KINGDOM**

***Marketing on video games in the UK exceeds USD\$126 million a year;
Integration provides first global perspective on keys to success***

Carlsbad, CA., June 15, 2010 - Electronic Entertainment Design and Research (EEDAR), the exclusive provider of comprehensive, objective, instantly accessible information for the global video game industry, today announced the establishment of a long term agreement with The Nielsen Company to provide detailed analysis of video game marketing campaigns conducted in the United Kingdom .

Increasing competition between new video game titles combined with the large financial investments to facilitate production make the task of capturing the interest of target consumers more challenging - and more critical - than ever before. In 2009 more than USD\$126 million was spent in the promotion of video game titles in the United Kingdom (Source: Nielsen *AdDynamix*). This collaboration provides the first ever opportunity for video game publishers and marketers to quickly view and compare creative approaches and budgets across thousands of titles for both the United States and United Kingdom in a single service.

Information from the United Kingdom's leading advertising monitoring service, Nielsen *AdDynamix*, will be integrated with EEDAR's proprietary database of video game features, covering more than 22,000 historical and upcoming game titles. The combined data will be delivered via EEDAR's *GamePulse*™ service, marking a new era in the analysis of marketing efforts for video games on a global basis.

“EEDAR is very pleased to expand our relationship with The Nielsen Company - one of the most trusted names in the monitoring and tracking of media marketing” said EEDAR Chief Executive Officer, Mr. Greg Short. “The integration of UK marketing spend data and creative assets into EEDAR's *GamePulse* service will increase the depth of our marketing analytics which already covers the United States via data from Nielsen *Monitor-Plus*. This new data will provide enormous benefits to many of our clients who include the largest first and third party publishers in the video games industry.”

Using EEDAR technologies, marketing campaign data (including total estimated spend and mixed media allocation) can be contextualized as broadly as industry or genre trends, or as granularly as individual video game titles. The agreement also empowers EEDAR clients to view digital versions of historical TV, internet, print, radio and outdoor advertisements directly within the application, thereby increasing the efficiency by which video game marketers and creative agencies can research best-practices and advance innovation in their field.

To upgrade your existing GamePulse subscription for this new marketing data, 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 *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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