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FOR IMMEDIATE RELEASE

**RESEARCH FIRM EEDAR ANNOUNCES DESIGNMETRICS™,  
REVOLUTIONARY APPROACH TO PREDICTING VIDEOGAME SALES  
USING WORLD'S LARGEST GAME FEATURE DATABASE**

*EEDAR's Competitive Analysis and Sales Projection Service*

*Allows for Increased Efficiency and Quality for Videogame Publishers, Developers*

San Diego, Calif. - Feb. 19 2008 - San Diego based research firm Electronic Entertainment Design and Research (EEDAR) announces the availability of DesignMetrics™; the world's only commercial regression based competitive analysis and sales projection solution for the video game industry. DesignMetrics™ is a fast and accurate method for publishers and developers to determine potential sales and obtain a detailed competitive analysis for a proposed game title.

DesignMetrics™ is unique in that it can be utilized from a concept or pitch document, before the high cost of time and money is invested to produce a playable game or demo. DesignMetrics™ can analyze a game title in as little as 72 hours, allowing for more informed decisions to be made during the greenlight and funding process, resulting in a more precise understanding of a game's true potential.

"Every developer and publisher is faced with the challenge of trying to increase quality and efficiency in the game development process," Geoffrey Zatkin, President and COO, EEDAR, said. "DesignMetrics™ provides invaluable data to help key decision makers make more informed choices earlier than ever before. By allowing concepts and pitches to be thoroughly evaluated before production begins, there is greater opportunity to invest more effectively in both a game's features and its marketing strategy."

DesignMetrics™ is the only commercial competitive analysis and sales projection product available based on algorithmic regression of a vast dataset of more than 1,000 games, each tracking up to 15,000 individual game features combined with more than a decade of historical metadata. DesignMetrics' process reduces the time it takes internal teams to benefit from a competitive analysis while increasing accuracy by using a larger set of game titles, features and metadata than is feasible for any company to do on their own. Europe and other international markets are expected to be supported by DesignMetrics™ by Q4 2008.

#### **How it Works:**

- Videogame companies who are committed to looking for ways to become more efficient and improve quality submit a proposed game to EEDAR
- The game is then assessed by EEDAR's highly trained team and broken down into objective features using the EEDAR classification system (which currently accounts for more than 15,000 unique features a game can possess)
- A data regression is then performed against the 1000+ games in the EEDAR Games Database to produce a unit sales forecast for the title
- Once the proposed game has been classified, 10 game titles are selected, either by the EEDAR system or by the customer to be compared against producing a detailed competitive matrix
- Each DesignMetrics report, with more than 80 pages of information, also includes an executive summary of the game and a collection of charts to detail the findings

#### **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](http://www.eedar.com) or call +1 877-883-3327.

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