

For Immediate Release

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## **Replay Games Inc., A New Video Game Development Studio, Opens Doors in Austin, Texas**

### **Game Industry Veterans Unite, Look To The Future**

Austin, TX – May 5, 2008 – Replay Games Inc., a new software development studio and game publisher based in Austin Texas, today announced their corporate formation and outlined the company's plan to develop and publish games on digital download-based platforms including XBOX Live Arcade™, Sony Playstation Network™, the Nintendo Wii™, Nintendo WiiWare™, Nintendo DS/DSi™, and the PC.

Founded by industry veterans Paul Trowe, Doug Prince, Case Melton, and Gary Kinsey, Replay Games will focus on bringing AAA content and casual games to the interactive entertainment market.

"Replay Games is a different kind of development studio" says President and CEO Paul Trowe. "Our goal at Replay is to build a community around our games and to continually service that community". Replay Games will also self publish their titles where appropriate. "By servicing our community we can solve several problems such as decreased value of a product through used game sales as well as physical distribution in general" commented Trowe ". "I can clearly see the future of digital distribution and the role Replay Games will play in the future of this new distribution mechanism – it's very exciting" Trowe added.

Mr. Trowe has held key positions in entertainment software and application development for more than 2 decades with recognized companies such as Sierra On-Line, Activision, Gremlin Interactive, Atari and Greenleaf Technologies. Most recently, Mr. Trowe oversaw operations and business development for Pulse Interactive, a global mobile development, porting and publishing firm that he grew from concept to sale in a little over three years. Mr. Trowe is well versed in digital media and holds a number of key board and advisory board positions on companies throughout the entertainment industry. Mr. Trowe's unique blend of business development and leadership skills have helped position Replay Games as a contender in the cross platform development and publishing space.

"Helping Paul form Replay was one of the most exciting things I've done in my career" said Chief Creative Officer Douglas Prince. "With no shortage of original IP and third party publishing partners we are well positioned to lead this company in to the top 5 players in the digital download space" Prince added.

Mr. Prince is a leading game artist and was a director on the core development team at NCSoft America, a global leader in massively multiplayer online (MMO) games. Prior to NCsoft Mr. Prince worked for Electronic Arts, Maxis and Origin and has been an art director on multiple Microsoft titles. He has worked on console games

from Blood Rayne II to MMO's such as the Ultima series. His work includes development of art for computer games, film and television. He has experience working professionally as an art director, concept artist, modeler, animator and producer. His art outsourcing studio had a range of clients including, Disney, AMD, The Fabulous Thunderbirds, Flagship Studios and Terminal Reality. A current board member of the Austin Game Development Institute, Mr. Prince has lectured and spoken on panels about video games, art and art curriculum.

"I'm very excited to be working with such a talented team of people on both the creative and business side." said Lead Designer Case Melton. "Never have I seen a team work more productively toward a common goal." Melton added.

In his 15 years as a designer, Mr. Melton has developed leading products for the retail and on-line game markets as well as industrial applications for civilian and military purposes. Having contributed to puzzle, action, strategy and simulation projects from small O.E.M. titles to billion dollar industry defining software, his creativity has benefited the likes of Eclipse Entertainment, GoldenPalace.com, Apple, Microsoft, Xerox, Textron, Caterpillar, HP, and Maxis games.

"Rarely will you find a game development company created with such a well rounded group of talent." said Vice President of Marketing, Gary Kinsey. "Collectively, the experience of our founders and additional team members represents experience on hundreds of game titles representing brands and franchises worth hundreds of millions of dollars" Kinsey added.

Mr. Kinsey is a marketing veteran who has developed, implemented and managed integrated marketing communications programs for federal and local government agencies, medical institutions, universities, hardware and software companies and both online and traditional retail organizations.

Mr. Kinsey's career in high-tech began in 1990 and he has held positions with computer hardware manufacturing companies including Creative Labs, 3Dlabs, Diamond Multimedia and S3 Graphics – focused on strategic marketing and ISV/IHV relations. During his tenure with these companies, Mr. Kinsey negotiated and closed tens-of-millions of dollars worth of licensing deals on scores of game titles with leading game publishers including SEGA, Electronic Arts, Eidos, Activision, LucasArts, Disney Interactive and more.

#### About Replay Games:

Replay Games Inc. ([www.replaygamesinc.com](http://www.replaygamesinc.com)) is a software publishing and development company dedicated to the production and distribution of AAA content for both next generation consoles and PC. Replay Games was founded in 2008 by a group of industry veterans who have collectively produced, programmed, licensed and designed more than 250 award-winning games representing hundreds of millions of dollars in sales. With a focus on casual content for digital download-based platforms, Replay Games is currently developing products for XBOX Live Arcade, Sony Playstation Network, Nintendo WiiWare, Nintendo Wii, Nintendo DS/DSi and PC.

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