

**FOR IMMEDIATE RELEASE**

**Contact:** Michael Shelling  
Wendy Zaas  
Rogers & Cowan  
310-854-8192  
310-854-8148  
[mshelling@rogersandcowan.com](mailto:mshelling@rogersandcowan.com)  
[wzaas@rogersandcowan.com](mailto:wzaas@rogersandcowan.com)

Geri Gordon Miller  
Academy of Interactive Arts and Sciences  
818-876-0826 x202  
[geri@interactive.org](mailto:geri@interactive.org)

**MORE FIREPOWER ADDED TO 2006 D.I.C.E. SPEAKER LINEUP**  
*Industry Icon, Key Publishing Execs, Hollywood Panel Discussion Added to Roster*

**CALABASAS, CA** – December 15, 2005 – An already all-star lineup of speakers for the 2006 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit has shifted into overdrive with the addition of some of the best known talents in digital entertainment. The 2006 D.I.C.E. Summit takes place at the Green Valley Ranch Hotel in Las Vegas February 8 – 10. The registration deadline is Friday, December 16, 2005; to register, visit the event web site, [www.dicesummit.org](http://www.dicesummit.org).

Added to the roster of speakers are:

**Gabe Newell** – As Managing Director of Valve Software, Gabe Newell has been the driving force behind the wildly popular *Half-Life* franchise and Valve's *Steam* content distribution system. Newell will discuss Valve's success in developing compelling entertainment and creating an effective means of delivering their content to the gaming public.

**Reggie Fils-Aime** – As Chief Marketing Officer for Nintendo of America, Fils-Aime made an immediate impact on the video game industry when he opened the Nintendo E3 Press Conference in 2004 with the following statement: “My name is Reggie. I’m about kicking ass, I’m about taking names, and we’re about making games.” D.I.C.E. Summit attendees should expect provocative commentary when Fils-Aime discusses Nintendo’s vision of the future for interactive entertainment.

**Kelly Flock** – Significant changes are taking place at the executive level for many publishers. Flock, an industry veteran and current Vice President of Worldwide Publishing at THQ, will discuss what publishers must do to survive the continuing evolution of the video game industry.

Larry Shapiro, from Creative Artists Agency (CAA), will moderate a panel entitled “Franchise Crossover – Trusting Your Child in the Hands of Strangers,” a discussion of the convergence of game franchises into mainstream entertainment and vice versa. Joining Shapiro on the panel will be Hollywood film producer Lorenzo DiBonaventura (*DOOM*, *Constantine*), writer Jonathan Lemkin (*Lethal Weapon 4*, *Devil’s Advocate*) and THQ producer Lyle Hall (*The Incredibles* video game).

“This is what D.I.C.E. is all about,” Joseph Olin, president, AIAS said. “This conference brings together the best and brightest talents in video games and entertainment for real talk about real issues and trends impacting the industry.”

The 2006 D.I.C.E. Summit includes two-days of seminars by some of the most celebrated and creative minds in the video game industry as well as a few surprises from other entertainment fields. The D.I.C.E. Summit also serves as the home to the Academy's annual Interactive Achievement Awards ceremony. These peer-based awards recognize the outstanding products, talented individuals and development teams that have contributed to the advancement of the \$30 billion worldwide entertainment software industry.

**About the Academy of Interactive Arts & Sciences:**

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts.

The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community.

More information about the AIAS can be found at <http://www.interactive.org>.

# # #