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**AND THE NOMINEES ARE...
AIAS ACCEPTING SUBMISSIONS FOR 9TH ANNUAL
INTERACTIVE ACHIEVEMENT AWARDS**

CALABASAS, CA – November 3, 2005 – The Academy of Interactive Arts and Sciences (AIAS) announced its call for submissions for the 9th Annual Interactive Achievement Awards. These peer-based awards recognize the outstanding products, talented individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. Past winners have included *Half-Life 2*, *Halo 2*, *Call of Duty* and *World of Warcraft*, as well as video game icons Will Wright, Peter Molyneux and Gabe Newell.

"After five years and more than \$40 million in development, *Half-Life 2* was arguably the most ambitious game ever created," said Newell, founder and president, Valve Software. "Winning nine awards from the AIAS validated the efforts of everyone who worked so hard to make the game a reality."

Submissions will be accepted in the following categories:

- I. Game of the Year:
 - a. Overall
 - b. PC
 - c. Console
 - d. Handheld
 - e. Mobile phone

- II. Outstanding Innovation in Gaming

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III. Outstanding Achievement:

- a. Animation
- b. Art Direction
- c. Soundtrack
- d. Original Music Composition
- e. Sound Design
- f. Story and Character Development
- g. Game Play Engineering
- h. Online Game Play
- i. Visual Engineering
- j. Game Design

IV. Outstanding Character Performance:

- a. Male
- b. Female

V. Genre Awards:

- a. Sports Game of the Year
- b. First-person Action Game of the Year
- c. Role-Playing Game of the Year
- d. Fighting Game of the Year
- e. Action Game of the Year
- f. Racing Game of the Year
- g. Mobile Phone Game of the Year
- h. Handheld Game of the Year
- i. Children's Game of the Year
- j. Downloadable Game of the Year
- k. Family Game of the Year
- l. Simulation Game of the Year
- m. Strategy Game of the Year
- n. Massively Multiplayer/Persistent World Game of the Year

“Despite the numerous awards and accolades for video games, there’s always something special about the recognition that comes from your peers in the industry,” said Joseph Olin, president, AIAS. “2005 will be remembered as a significant year for video games, and voters will have a difficult time in selecting their nominees.”

The deadline for submissions to AIAS is December 9, 2005.

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The D.I.C.E. Summit is a high-level interactive entertainment industry conference that brings together the top video game designers and developers from around the world and business leaders from all the major publishers to discuss the state of the industry, its trends and the future. The three-day event will be held February 8 – 10, 2006 at Green Valley Ranch Resort in Las Vegas, NV. More information on the 2006 D.I.C.E. Summit can be found <http://www.dicesummit.org>.

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>.

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