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**“LORD BRITISH” RECEIVES NEW TITLE: HALL OF FAMER**  
*Richard Garriott to be inducted into AIAS Hall of Fame*

**CALABASAS, CA** – November 9, 2005 – The Academy of Interactive Arts and Sciences (AIAS) announced that computer games pioneer Richard Garriott will be inducted into the AIAS Hall of Fame. Annually voted on by the Academy’s Board of Directors, this honor is awarded to individuals whose efforts and contributions have expanded the scope and success of the computer games industry. As the ninth member of the Hall, Garriott joins an already impressive fraternity of gaming icons, including Trip Hawkins, Peter Molyneux, Yu Suzuki, Will Wright, John Carmack, Hironobu Sakaguchi, Sid Meier and Shigeru Miyamoto.

“Richard Garriott has inspired countless game designers over the past 20 years and his influence can be seen in many of today’s most popular games,” said Ted Price, president, Insomniac Games. “He has become an icon inside and out of the games industry; because of his accomplishments and leadership within the field of interactive entertainment, Garriott deserves to be a member of the AIAS Hall of Fame.”

Garriott is best known for creating and publishing the best-selling *Ultima* series, including the first commercially successful online game, *Ultima Online*.

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In the course of his 20-plus year career in the industry, he's received accolades from leading PC games media including *Computer Gaming World* ("15 Most Influential Industry Players"), *Next Generation* ("America's Elite"), *PC Gamer* (PC Gamer's "Game Gods") and *PC Games* ("Designer of the Year"). Richard, along with his brother Robert, has also been named "Entrepreneur of the Year" by *Inc.* Magazine.

"Twenty-eight years ago, I created my first game on an Apple II in my bedroom closet at a time when the interactive entertainment industry was taking its first baby steps," said Garriott. "Today the games business has grown to a multi-billion dollar industry and we are just at the tip of the iceberg. I'm thrilled to have been a part of this successful journey and I'm extremely honored by the Academy's Hall of Fame induction."

D.I.C.E. also plays host to the AIAS Interactive Achievement Awards ceremony, where industry peers recognize the products and people that have contributed to the growth of the \$30 billion entertainment software business. To register for the 2006 D.I.C.E. Summit, visit the Web site, [www.DICESUMMIT.org](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>.