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CUTTING-EDGE COMEDIAN JAY MOHR TO HOST
9TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS IN LAS VEGAS

CALABASAS, CA – January 18, 2006 – The Academy of Interactive Arts and Sciences (AIAS) announced that comedian and video game aficionado Jay Mohr will host the 9th Annual Interactive Achievement Awards, which honors outstanding products, individuals and development teams in the entertainment software industry. The much-anticipated Awards ceremony will take place on February 9, 2006 at “The Joint” at the Hard Rock Hotel and Casino in Las Vegas, Nevada.

Known for his edgy and raw comedic style, Mohr is an avid fan of video games. He has lent his voice to some of today’s most popular video games including Vivendi-Universal Games’ “Scarface: The World is Yours”. Mohr began his career more than 15 years ago as a stand-up comedian and quickly moved into film, television and radio. Mohr created, hosted and acted as executive producer of the hugely-popular summer reality show *Last Comic Standing* and published *Gasp* for Airtime in the summer of 2004. Next up for Mohr will be a co-starring role in the upcoming film *The Groomsmen* with Ed Burns and Jessica Capshaw.

“We’re very excited to have Jay Mohr host the 2006 Interactive Achievement Awards,” said Joseph Olin, president, AIAS. “Jay’s unique and compelling brand humor, not to mention his enthusiasm for video games, makes him the perfect choice to host this exciting event.”

Interactive Achievement Award candidates are nominated by their peers in 35 different categories. These include:

- 5 “Overall” awards including Console Game of the Year, PC Game of the Year and Outstanding Innovation in Gaming.
- 13 “Genre” awards including Sports Game of the Year, Action Game of the Year, and Simulation Game of the Year.
- 10 “Craft” awards including Outstanding Achievement in Animation and Outstanding Achievement in Game Design.

The Interactive Achievement Awards are part of the D.I.C.E. (Design, Innovate, Communicate, and Entertain) Summit, an annual three-day conference for leading video game designers and developers, as well as major publishers. The conference is a forum for attendees to discuss the industry in-depth, explore current and emerging trends as well as contemplate the future of the multi-billion dollar business.

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. For more information about the AIAS please visit <http://www.interactive.org>.

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