

## ROGERS & COWAN

### **\*\*MEDIA ALERT\*\*MEDIA ALERT\*\*MEDIA ALERT\*\***

#### **9<sup>TH</sup> ANNUAL INTERACTIVE ACHIEVEMENT AWARDS IN LAS VEGAS HOSTED BY COMEDIAN JAY MOHR**

*Maverick Records Recording Artist, Clear Static, to Perform*

*Richard Garriott to be inducted into the AIAS Hall of Fame*

**WHO:** Host Jay Mohr, Nikki Cox, Maverick Recording Artist Clear Static, Richard Garriott, and some of this year's videogame characters brought to life through Jim Henson's Creature Shop, among others.

**WHAT:** The Academy of Interactive Arts and Sciences (AIAS) will host the 9<sup>th</sup> Annual Interactive Achievement Awards, which honors outstanding products, individuals and development teams in the video game industry. The evening will be hosted by Comedian Jay Mohr and will include a special performance by Maverick Records Recording Artist, Clear Static.

Adding to the excitement, Richard Garriott will be the ninth person to be inducted into the AIAS Hall of Fame and will be honored during the awards ceremony. He is best known for creating the best-selling *Ultima* series, including the first commercially successful online game, *Ultima Online*. Garriott has also received several accolades from leading PC game media, including *Computer Gaming World* ("15 Most Influential Industry Players") and *PC Games* ("Designer of the Year").

Jim Henson's Creature Shop characters from the world of video games will join in the red carpet festivities thanks to breakthrough animation technology with the patented Henson Digital Performance Studio (HDPS). HDPS serves as a virtual multi-camera studio, bringing all of the spontaneity and energy of a live performance to the mathematical world of computer graphics.

Interactive Achievement Award candidates are nominated by their peers in 35 different categories. Categories include "Overall" awards (Console Game of the Year and PC Game of the Year, etc.), "Genre" awards (Sports Game of the Year, Action Game of the Year, etc.), "Craft" awards (including Outstanding Achievement in Animation and Outstanding Achievement in Game Design, etc.).

**WHEN:** Thursday, February 9, 2006  
7 - 8 p.m. Red Carpet Arrivals  
8 - 10 p.m. Awards Ceremony

**WHERE:** "The Joint" - The Hard Rock Hotel  
4455 Paradise Road  
Las Vegas, NV 89109

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