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**MINORU ARAKAWA, HOWARD LINCOLN FIRST LIFETIME
ACHIEVEMENT AWARD HONOREES**

*The Academy of Interactive Arts & Science Pays Tribute to Pair Responsible for
Nintendo's U.S. Presence*

CALABASAS, Calif. - December 19, 2006 - The Academy of Interactive Arts & Sciences® (AIAS) announced today that former president of Nintendo of America, Minoru Arakawa, and chairman emeritus of Nintendo of America, Howard Lincoln, will be the first recipients of the newly-created Lifetime Achievement Award at this year's Interactive Achievement Awards® (IAA). The early work of Mr. Arakawa and Howard Lincoln in the building of Nintendo of America has been instrumental in revitalizing the business after the spectacular video game crash of 1983.

The ceremony will be held on Feb. 8, 2007 at the The Joint at the Hard Rock Hotel and Casino in Las Vegas, and the award will be presented to Arakawa and Lincoln by Larry Probst, chairman and CEO, Electronic Arts.

"I am honored to present the AIAS Lifetime Achievement Award to Minoru Arakawa and Howard Lincoln. Both are pioneers whose contribution to Nintendo and to the game industry has had a profound impact on interactive entertainment. These men personify the industry's highest ideals for integrity, creativity and innovation," says Larry Probst.

The Lifetime Achievement Award honors those who have devoted their lives to the advancement of the interactive entertainment industry and have made significant contributions that have guided the business to the prominent position it is in today as a booming entertainment industry with global revenues topping \$25 billion.

"The impact of the work done by Minoru Arakawa and Howard Lincoln can still be felt today," said Joseph Olin, president, AIAS. "The creation of the licensed publishing model, quality approval for third party games and peripherals, and the fostering of innovative sales and marketing programs, played a significant part of Nintendo's success then, and are at the foundation of the consumer interactive entertainment business."

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In 1980, Arakawa established Nintendo of America and became the company's first president and held that position until his retirement in 2002. During Arakawa's tenure as president, he worked closely with industry pioneers like Shigeru Miyamoto, creator of the *Mario*, *Donkey Kong*, and *The Legend of Zelda* video game franchises and the first person to be inducted into the AIAS' Hall of Fame. Arakawa also oversaw the development and resurrection of wildly popular franchises, including *Donkey Kong* and *Pokemon*, and with the exclusive global licensing for the mega hit *Tetris*, provided the environment for the successful launch of GameBoy.

With Lincoln's assistance, Arakawa successfully transformed the focus of Nintendo of America from coin-operated games to console games when they imported Nintendo's home entertainment console from Japan and christened it the *Nintendo Entertainment System* (NES). Despite initial resistance, Arakawa worked to persuade distributors to stock the console and games with a money-back guarantee. The risks paid off, and in the decade following its 1986 release, the NES sold more than 30 million units in the US and had almost a 90 percent market share.

"I wish I could say that when we took the first Nintendo machines to sell in New York City in 1985 we knew we had a hit. But that was hardly the case," says Minoru Arakawa. "The fact that video games became popular so quickly with tens of millions of people around the world is both gratifying, and honestly, still a little amazing."

Lincoln, former chairman of Nintendo of America and current CEO of the Seattle Mariners, has been involved in the video game industry since 1981; when he was initially brought on to provide legal counsel to Nintendo. After this initial exposure to video games, Lincoln became an advocate of the industry and worked closely with Arakawa to convince retailers and consumers alike about the potential of video games. In 1983, Lincoln joined Nintendo as senior vice president and general counsel and was appointed chairman in 1994. Throughout the 1980s and 1990s, Lincoln worked tirelessly within Nintendo to bring video games to the mainstream and became a prominent voice of the industry in the highly controversial congressional video game violence hearings.

"There may be no other business where fortunes can change so quickly, and that makes it great fun," says Howard Lincoln. "This is a pure entertainment industry where you place big bets, rely on creativity and reshuffle the deck every time a new generation of machines arrives."

The IAA will take place during the D.I.C.E. Summit 2007. Online registration for D.I.C.E. is open now. Please visit www.dicesummit.org for more information and to register to attend the interactive entertainment industry event of the year. With compelling speakers and activities, the D.I.C.E. Summit 2007 will be the talk of the industry.

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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. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. The Academy has over 10,000 members, with the board comprised of senior executives from the major videogame companies including Bioware/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft. More information on AIAS and the D.I.C.E. Summit can be found at <http://www.interactive.org> and <http://www.dicesummit.org>

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