



Contact:

Wendy Zaas / Debby Chen
Rogers & Cowan
310-854-8148 / 310-854-8168
wzaas@rogersandcowan.com
dchen@rogersandcowan.com

Gerri Gordon Miller
Academy of Interactive Arts and Sciences
818-876-0826 x202
geri@interactive.org

ACTIVISION BLIZZARD'S BOBBY KOTICK TO KEYNOTE DURING DAY 2 OF 2010 D.I.C.E. SUMMIT

CALABASAS, Calif. – January 20, 2010 – The Academy of Interactive Arts and Sciences® (AIAS) announced Bobby Kotick, CEO of Activision Blizzard, Inc. will deliver a keynote session on the second day of the 2010 D.I.C.E.® (Design, Innovate, Communicate, Entertain) Summit Sessions on Thursday, February 18, 2010 at Red Rock Resort in Las Vegas. Mr. Kotick will talk about how creative talent drives the video game industry.

Mr. Kotick has been chief executive officer of Activision, Inc. since February 1991. In July 2008, he became chief executive officer of Activision Blizzard. A video game enthusiast and entrepreneur, Mr. Kotick resuscitated Activision when he took control of the insolvent company. He sought out development talent and through a series of studio acquisitions and licensing agreements made Activision the number two independent videogame developer in the world in 2007.

In 2008, Activision, Inc. merged with Blizzard Entertainment to become the largest third-party software publisher with leading market positions in console, hand-held, PC and online gaming.

“Bobby Kotick has believed in the power of interactive entertainment his entire career,” said Joseph Olin, president of the Academy. “The growth of Activision Blizzard, from bankruptcy to an industry leader is attributable to his unwavering drive to develop a studio model that fosters creativity to deliver great games. Activision Blizzard is home to some of the most talented developers in our industry and we are thrilled to have Bobby’s insight on how great games are built upon great talent.”

The D.I.C.E. Summit® 2010 is the home of the 13th annual Interactive Achievement Awards® ceremony on February 18th, where industry leaders and members pay tribute and recognize the individuals and products that contribute to the growth of the interactive entertainment software business. Comedian, actor and spirited game enthusiast, *Jay Mohr* will return for his fifth year as host. The Independent Film Channel will be streaming the Awards live, as well as filming the show for a TV broadcast to follow.

Sponsors to date include: Microsoft, Nintendo, Sony, Electronic Arts, IFCTV®, G-Net Media, Electronic Entertainment Design and Research, Hansoft AB, Gigamedia, MTV Networks, Crytek, Epic Games, Day 1 Studios, Intel, Infernal Engine, Nvidia, Microsoft Games for Windows, Insomniac Games, Boesky & Company, The Guildhall at SMU, UK Trade Association, The Strong National Museum of Play, Dell, PR Newswire, GameIndustry Biz, and Mary Margaret Network.

Immediately following D.I.C.E. ® this year, will be the Indie Games Challenge winners announcements and celebration. The IGC is a partnership between the AIAS, Gamestop, and The Guildhall at SMU.

Registration is currently open until midnight January 29

For more information and registration: 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 whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. To further enhance awareness of the Academy's vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, 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. With the success of D.I.C.E., the Academy took the exclusive event to Singapore to launch the first ever D.I.C.E. Asia this year. The Academy also conducts an annual awards show, Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in this field. With more than 20,000 members, including Electronic Arts, Microsoft, Sony and Nintendo, Day One Studios, Epic Games and Insomniac Games, The Academy is the leading advocate of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>.

Since its inception, The Academy has created and collaborated on a number of unique programs that promote the industry. AIAS oversees Into The Pixel, a juried exhibition of art from video games. In addition, the Academy sponsors several education programs including the Randy Pausch Scholarship, which awards students pursuing their dreams of becoming an interactive entertainment creator, and The Academy Scholar, a program sponsored with The Guildhall at Southern Methodist University (SMU). The AIAS is currently collaborating with Gamestop and SMU on the Indie Games Challenge, a contest for professional and non-professional video game developers to create their own video game and the chance to win up to \$300,000 worth of prizes. More information is available at <http://www.interactive.org> and <http://www.intothepixel.com>.

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