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**VIPS, TOP VIDEO GAME INDUSTRY ICONS TO ATTEND, SHED  
LIGHT ON HOT TOPICS IMPACTING THE FIELD AT D.I.C.E.  
SUMMIT 2007**

**CALABASAS, Calif.** – September 21, 2006 – The Academy of Interactive Arts and Sciences® (AIAS) proudly announced the initial line-up of speakers and sponsors for the upcoming D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit® 2007, which will be held at the Green Valley Ranch Resort, Spa and Casino in Las Vegas, Feb. 7 - 9, 2007.

The D.I.C.E. Summit 2007 will open with a featured, high-profile keynote speaker (to be announced) on Feb. 7 followed by the wildly popular Opening Night Party, which will host the movers and shakers of the interactive entertainment industry. The conference will continue on Feb. 8 and 9 with a dynamic line-up of speakers and new “power-hour” sessions with three speakers each giving condensed 20-minute presentations about the challenges and opportunities facing the booming multi-billion dollar business.

The initial program includes can't-miss sessions led by:

**Gabe Newell** – As Managing Director of Valve Software, Gabe Newell has been the driving force behind the popular *Half-Life* franchise and Valve's *Steam* content distribution system. Newell, who was initially scheduled to speak at the D.I.C.E. Summit 2006 is set to address “Half Life and the Struggle for Survival” at the upcoming conference.

**Phil Harrison** – Now in his sixth year as President, Worldwide Studios, Sony Computer Entertainment Europe, Harrison has spent 14 years with the company and was the first European-based employee of Sony Electronic Publishing Ltd. Prior to joining Sony, Harrison was the head of product development for Mindscape International Ltd.

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**Jay Cohen** – As Vice-President of U.S. Publishing for Ubisoft, Cohen has overseen the company's business planning for North America, product release planning and content/brand acquisition, making him uniquely qualified to discuss "The Hidden Riches In Game Advertising." Before joining Ubisoft in 1999, Cohen held positions in retail sales and marketing at G.T. Global Investment Bank and served as international sales and marketing manager at Accolade Inc. Cohen also holds the position of vice-chairman of AIAS's executive board.

**Steve Nix** – *SiN Episodes* developer, Ritual Entertainment, has long been an important player in the independent developer community and as such Ritual's CEO, Steve Nix, will be discussing "Studio Survival, One Level at a Time." Prior to joining Ritual Entertainment in 2001, Nix was the Chief Financial Officer at AnywhereYouGo.com and an Associate Portfolio Manager at Smith Breeden Associates. Nix is also an advisor for the Guildhall video game development program at SMU and the Dallas chapter of the IGDA.

**David Reid** – Reid, as Vice President of Marketing for GameTap, is responsible for all aspects of the company's marketing strategy and communications. Considering both Reid's current position and his previous experience at Microsoft as director of Xbox Worldwide Platform Marketing, he is qualified to address "Why Casual Game Players May Rule Tomorrow's World" at the D.I.C.E. Summit 2007.

**Samantha Ryan** – Ryan is CEO at Monolith Productions, developer of *F.E.A.R.* and *Condemned: Criminal Origins*, and will discuss "Navigating Development Studio Rapids." Before moving into senior management at Monolith, she produced the *No One Lives Forever* series for the company and worked in marketing for Infinity Broadcasting, the Singapore Broadcast Corporation and Frito-Lay.

**Chris Taylor** – As the founder of Gas Powered Games, Taylor has created and produced the highly successful *Dungeon Siege* franchise. Taylor began his career in 1989 working on *Hardball II* and has been part of the development and execution of many titles before establishing Gas Powered Games. Relying on his years of experience with various studios, D.I.C.E. 2007 will see Taylor speaking about "Innovation and Evolution: How to be Supreme Commander of the Development Process."

"With an incredible line-up of speakers and activities, D.I.C.E. Summit 2007 is poised to be a dynamic event for the interactive entertainment industry," said Joseph Olin, president, AIAS. "With both returning and new speakers discussing topics affecting the industry, D.I.C.E. will again prove itself to be a can't-miss event for industry leaders."

In addition to the power-packed line-up of speakers, the D.I.C.E. Summit 2007 will again feature the Interactive Achievement Awards® at The Joint at the Hard Rock Hotel and Casino which will be hosted for the second year by comedian and "Ghost Whisperer" co-star Jay Mohr.

“I’m thrilled to be hosting the Interactive Achievement Awards again this year,” Mohr said. “I’m going to keep coming back until they make me into a character in a game!”

Additionally, the D.I.C.E. Summit 2007 will play host to the ever-popular golf tournament at the Rio Secco Golf Club on Feb. 7 and a go-for-broke celebrity poker tournament sponsored by BioWare/Pandemic Studios on Feb. 9 at the Green Valley Ranch Resort, Spa and Casino.

The D.I.C.E. Summit 2007 will mark the second year that revolutionary games company, GameTap, will be the Presenting Title Sponsor. Other key sponsors represent pioneers of the gaming and entertainment industries: Microsoft Corporation, Nintendo of America, Sony Computer Entertainment of America, Electronic Arts, BioWare/Pandemic Studios, Ubisoft, Hamagami/Carroll, Inc., Giaronomo Productions and Boesky & Company.

Online registration for the D.I.C.E. Summit 2007 is open now. Please visit [www.dicesummit.org](http://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.

#### **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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