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D.I.C.E. SUMMIT ANNOUNCES "HOT TOPICS" SESSIONS; NEW SPEAKERS REVEALED FOR THE
2011 CONFERENCE SCHEDULE

CALABASAS, Calif. – January 10, 2011 – The Academy of Interactive Arts & Sciences (AIAS) today announced more confirmed speakers for the 2011 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit. The event will be held at the Red Rock Resort in Las Vegas, February 9-11, 2011, and feature a line-up of industry leaders, decision makers and visionaries from the disciplines that are shaping the future of interactive entertainment.

"The 2011 D.I.C.E. Summit features an incredibly broad range of talent from all over the interactive entertainment industry," said Martin Rae, president, Academy of Interactive Arts & Sciences. "We're looking forward to having Adam Sessler once again take the stage to moderate debates between accomplished game makers on issues surrounding their craft. As to our general line-up, D.I.C.E. this year will be host to many interesting and provocative sessions from some of the most creative minds of the senior game community."

Kicking off the conference on Wednesday, February 9, 2011 prior to the opening keynote, there will be a "Hot Topics" session moderated by G4-TV's Adam Sessler. The three debates will feature:

- Free Versus Pay: Min Kim, Nexon and Matt Johnston, Popcap
- Interface and Player Engagement: Dr. Richard Marks, Sony Computer Entertainment America's Research and Development and Beverly Harrison, Intel
- Storytelling: Jesse Schell, Schell Games and Brian Reynolds, Zynga

Additional speakers added to the 2011 line-up include:

- Jade Raymond, Managing Director of Ubisoft Toronto where she worked as a producer on *Assassin's Creed* and *Assassin's Creed II*; before that she was the producer responsible for the wildly popular *The Sims Online*
- Richard Garriott, Co-founder and Creative Director at Portalarium and was inducted into the AIAS Hall of Fame in 2006
- Jane McGonigal, Director of Game Research and Development at the Institute for the Future, a world renowned game designer and futurist

The D.I.C.E. Summit 2011 is the home of the 14th annual Interactive Achievement Awards ceremony. On February 10, 2011, industry leaders and members gather to 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 sixth year as host.

Registration for D.I.C.E. Summit ends Friday, January 27, 2011 at midnight.

For more information and registration: www.dicesummit.org

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