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**BETHESDA'S TODD HOWARD ANNOUNCED AS
D.I.C.E. SUMMIT 2012 OPENING KEYNOTE SPEAKER**

Industry Visionary to Share Insights from Over 17 Years of Experience

CALABASAS, Calif. – January 10, 2012 – The Academy of Interactive Arts & Sciences (AIAS) today announced that Todd Howard, Game Director and Executive Producer at Bethesda Game Studios, will be its opening keynote speaker at the 2012 D.I.C.E. (Design, Innovate, Communicate and Entertain) Summit at the Red Rock Resort in Las Vegas on Wednesday, February 8, 2012. Howard will discuss game development and the player experience, in the keynote session titled “Why We Create, Why We Play.”

Howard joined Bethesda in 1994 and has created some of the industry’s most successful games. He has led the creation of games such as 2011’s critically acclaimed hit, *The Elder Scrolls V: Skyrim*, and the award-winning *Fallout 3* (2008) and *The Elder Scrolls IV: Oblivion* (2006). He is widely regarded as one of the most influential people in gaming over the past 20 years.

“The 2012 D.I.C.E. Summit will kick off with one of the most distinguished creative minds of our time with Todd Howard as our Opening Keynote speaker,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “Todd’s many contributions to the industry have greatly advanced our understanding of player interaction and engagement. His games take players on journeys through distant fantasy worlds and post apocalyptic universes that are driving a new generation of entertainment.”

The 2012 D.I.C.E. Summit brings together the top video game designers and developers from around the world and business leaders from all major publishers to discuss the state of the industry, its trends and the future. It is the home of the 15th Interactive Achievement Awards ceremony on February 9, 2012, where industry leaders and members pay tribute and recognize the individuals and games that contribute to the growth of the interactive entertainment software business. Jay Mohr will be returning for his seventh year as host.

For more information and to register for the 2012 D.I.C.E. Summit, please visit: www.dicesummit.org

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