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A DIFFERENT PATH; MARK CERNY TO BE INDUCTED INTO HALL OF FAME OF THE ACADEMY OF INTERACTIVE ARTS & SCIENCES

CALABASAS, Calif. – January 13, 2010 – The Academy of Interactive Arts & Sciences (AIAS) has announced that Mark Cerny will be the 13th inductee into the Academy's Hall of Fame, which is bestowed upon individuals who've contributed a significant advancement within the industry while demonstrating proven success and leadership.

"Mark Cerny is the closest we have come to a modern-day Da Vinci," said Joseph Olin, president of the AIAS. "What he does isn't restricted to a single aspect of game creation, he really is a Renaissance man. He is a diversely accomplished game designer, producer, programmer and technologist, fluent in Japanese and one of the foremost Western experts on the Japanese game market. He's also one of the only top-level independents in a business dominated by institutions. The projects that he has contributed to have been phenomenally successful, with sales of almost two billion dollars and over a dozen titles each exceeding two million units in sales."

Cerny's legacy is more than just an impressive list of games; through his work at Universal Studios in the 1990s he was also instrumental in fostering the development of some of the video game industry's top stars. Ted Price of Insomniac Games, and Jason Rubin and Andy Gavin of Naughty Dog can all trace their initial breakout to projects created with Cerny.

"Mark is one of the only individuals who have managed to stay on the cutting edge of game development from the heyday of arcade games all the way up to the current generation of gaming consoles. Each step of the way he's redefined how the industry thinks about game design, technology, and production philosophies. The franchises that he's helped launch are some of the most influential in the business. Mark has left an indelible mark on all of the games he's been a part of, the developers that he's collaborated with, and most importantly the individuals that he's worked along-side of," says Evan Wells, co-president, Naughty Dog.

Cerny made a very early start in games. At 1982, at the age 17, he left his studies in math and physics at the University of California at Berkeley to become a programmer and game designer for Atari Games. There he created *Marble Madness*, an early arcade classic still remembered for its Escher-esque graphics and physics based gameplay.

In 1985 Cerny joined Sega, relocating to Sega's Tokyo offices and making a transition from arcade games to cartridge based games for home systems. At the time, he spoke no Japanese, but quickly became proficient speaking and reading the language. In

addition to creating conventional games such as *Shooting Gallery* for the Sega Master System, he also worked in the extreme high-tech end of the 1980's console business, setting up a line of 3-D games using active shutter glasses, as well as an online games network – both projects years or decades ahead of their time. After three years in Tokyo he returned to the US, where he founded and managed the Sega Technical Institute and oversaw the development of *Sonic the Hedgehog 2*.

In 1994 Cerny joined Universal Studios to set up product development at their interactive group, working first as VP and later as President. Shifting to a producer role, Mark managed the design and development of the *Crash Bandicoot* and *Spyro the Dragon* series for PlayStation, in particular focusing on enhancing the appeal of the games for the Japanese market. The games were blockbuster hits, selling over 30 million units internationally; in Japan, the *Crash Bandicoot* series ended up becoming the most successful character-based foreign developed video game of all time, a distinction that it still holds today.

In 1998, Cerny founded Cerny Games as a consultancy, initially working on behalf of Universal Studios on the game design of subsequent *Spyro the Dragon* and *Crash Bandicoot* titles. Mark then worked directly with Insomniac and Naughty Dog on their debut titles for the PlayStation 2, as an engine programmer for *Jak & Daxter: The Precursor Legacy* and as a game designer for *Ratchet & Clank*.

At the inaugural D.I.C.E Summit in 2002, Cerny first spoke in public on his unique production methodology, which he calls Method. "Mark's thinking on how best to create games has been truly influential," states Bruce Shelley, 2009 inductee into the AIAS Hall of Fame. "The Cerny Method, with its emphasis on creative freedom and risk taking, has really informed the debate on the proper role of preproduction in video game development."

In recent years, Mark has continued to work as an independent, contributing in various ways to *Resistance: Fall of Man*, *Ratchet & Clank Future: Tools of Destruction*, *Resistance II*, *Uncharted: Drake's Fortune*, and *God of War III*, as well as a number of technology initiatives at Sony Computer Entertainment.

Cerny lives in Los Angeles with his wife of 20 years, and two cocker spaniels. He is a huge fan of Japanese television and from childhood has been an avid bookworm, activities that he pursues when he is not creating or playing games.

The Hall of Fame Award will be presented by Brian Allgeier, Creative Director at Insomniac Games, at the 13th Annual Interactive Achievement Awards®. The Awards, hosted by actor, comedian and avid video game player Jay Mohr, will take place during the 2010 D.I.C.E. Summit on Thursday, February 18, 2010 at the Red Rock Resort in Las Vegas, and broadcast on IFC-TV February 25.

Cerny will join an elite group of 12 other interactive entertainment industry luminaries in the AIAS Hall of Fame: Trip Hawkins (Electronic Arts), Peter Molyneux (Lionhead Studios), Yu Suzuki (Sega), Will Wright (Maxis), John Carmack (id Software), Hironobu Sakaguchi (Square Enix), Sid Meier (Firaxis Games), Shigeru Miyamoto (Nintendo), Richard Garriott (origin Systems), Dan/Danielle Bunten Berry (Ozark Landscape), Michael Morhaime (Blizzard Entertainment) and Bruce Shelley(Ensemble Studios).

Mr. Cerny humbly states "I'm thrilled to accept this award, which clearly has a lot to do with the drive and talent of the many teams that I've had the pleasure to work with over the years."

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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 whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. The Academy conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in the field. 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. Summit Asia this year. With more than 20,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, 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>.

About the Interactive Achievement Awards:

Since 1996, the Interactive Achievement Awards (IAA) have recognized games, individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. The IAA are the most credible, respected and recognized awards for the interactive entertainment community with voting cast by members of the Academy's Peer Panels and select professional game makers from the International Game Developers Association, a talented group of men and women who are experts in their chosen fields. The voting process is supervised and certified by Votenet Solutions, Inc. For more information on the Interactive Achievement Awards, please visit: <http://www.dicesummit.org>