



Governor's Office of Economic Development

State of Utah

GARY R. HERBERT
Governor

GREG BELL
Lieutenant Governor

SPENCER P. ECCLES
Executive Director

News Release
For Immediate Release
February 25, 2011

Contacts:

Laura Mustard
ChAIR Entertainment | Epic Games
lauramustard@gmail.com

Michael G. Sullivan
Governor's Office of Economic Development
Director of Communications
801-538-8811
mgsullivan@utah.gov

UTAH GETS ITS GAME ON FOR ANNUAL SAN FRANCISCO GAME DEVELOPER'S CONFERENCE

State Partners with Utah-Based Video Game Companies to Expand Interactive Entertainment Presence

Salt Lake City, UTAH - The State of Utah is making its debut appearance at the annual Game Developers Conference (<http://www.gdconf.com/>), taking place in San Francisco, CA, March 2-4, 2011.

Located in South Hall booth #1824 of the San Francisco Moscone Center, the Utah "Life Elevated" booth will provide an introduction to the vast employment opportunities, business incentives, and quality of life advancements Utah has to offer. The State boasts top-notch universities, sophisticated metro areas, and a year-round active lifestyle. Utah is an increasingly popular option for prospective employees and companies looking to expand or relocate.

Utah's thriving interactive entertainment community is already home to world-class video game developers and publishers such as Disney Interactive, Electronic Arts, Epic Games' ChAIR Entertainment, Smart Bomb Interactive, NinjaBee, and Eat Sleep Play. Each company is working in collaboration with several state agencies and partners, including The Governor's Office of Economic Development (GOED), edcUTAH, and USTAR, Grow Utah Ventures, and MediaOne to encourage additional growth of the sector in Utah.

For information on Utah's Digital Media Industry visit:

http://www.edcutah.org/documents/UtahDigitalMediaIndustry_022311.pdf

Additional booth activities include:

- Hands-on gameplay stations featuring "Made in Utah" games, including: Toy Story 3 from Disney Interactive, contributions to The Sims 3™ and Monopoly Streets from Electronic Arts, and Infinity



Blade from ChAIR Entertainment.

- Official announcement about the 2011 PushButton Digital Media Summit, Gaming and Electronics Expo (GEEX), taking place in Utah this fall. Additional details will be provided to those companies and individuals who are interested.
- Guest appearances by Utah-based game companies, company leaders will answer questions, provide demos, sign autographs, etc.
- Daily giveaways and an exciting grand prize event on Thursday, March 3 at 5:40 p.m. featuring developer appearances and giveaways, including skis, snowboards, ski resort lift tickets, backpacks, free games, and more.
- Interviews available upon request.

“Utah is well known for its picturesque landscapes, world-class ski resorts, strong technology base, and film industry, but people are less familiar with the large amount of digital media and video game development that takes place within the state,” said Spencer P. Eccles, executive director of the Utah Governor’s Office of Economic Development. “As Utah continues to attract companies such as Adobe, Microsoft, and Twitter, we’re looking forward to the opportunity to attend GDC as a state and united digital industry to discuss the advantages of doing business in Utah.”

###

About the Utah Governor’s Office of Economic Development (GOED)

The Governor’s Office of Economic Development (GOED) charter is based on Governor Gary Herbert’s commitment to economic development statewide. The mandate for this office is to provide rich business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state. GOED accomplishes this mission through the administration of programs that are based around targeted industries or “economic clusters” that demonstrate the best potential for development. GOED utilizes state resources and private sector contracts to fulfill its mission. For more information please contact: Michael Sullivan, 801-538-8811 or mgsullivan@utah.gov. Web: www.business.utah.gov

About EDCUtah

EDCUtah is an investor-based public/private partnership working to promote the state of Utah. EDCUtah specializes in being a comprehensive source of critical economic data, as well as both public and private contacts in order to facilitate the recruitment of out-of-state companies and the expansion of local business. For more information contact Sheila Yorkin, 801-328-8824 or syorkin@edcutah.org. Web: www.edcutah.org

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About ChAIR Entertainment

Founded in 2005, Salt Lake City-based ChAIR Entertainment is a subsidiary of Epic Games, Inc. Most recently, ChAIR introduced the action, sword-fighting adventure, "Infinity Blade" for iOS. "Infinity Blade" raised the bar of handheld gaming and received numerous Game of the Year and Editor's Choice Awards. Prior to that, ChAIR released the modern and masterful side-scrolling shooter, “Shadow Complex,” published by Microsoft Game Studios exclusively for Xbox LIVE Arcade. The critically acclaimed “Shadow Complex” received multiple E3 and Editor’s Choice Awards and was named Game of the Year by more than 40 media outlets. ChAIR is also responsible for the award-winning underwater action-shooter, “Undertow,” released in 2007 for Xbox LIVE Arcade. Additional information on ChAIR can be found at www.chairentertainment.com. Follow @ChAIRGAMES on Twitter and “Like” ChAIR Entertainment Group on Facebook at: <http://www.facebook.com/pages/Chair-Entertainment-Group/7963716513>