



DEMIURGE STUDIOS ANNOUNCES REVERB COMMUNICATIONS AS AGENCY OF RECORD

Cambridge, MA – August 23, 2010 – Demiurge Studios, an independent video game development house located in Cambridge, Massachusetts, announced today that it has chosen Reverb Communications to serve as its agency of record. Under this agreement, Reverb Communications will handle corporate marketing and public relations initiatives for Demiurge, and will provide support for the studio’s soon-to-be-announced wholly owned, original project launching in 2011.

“This partnership is a very important step for our studio as we deliver our first original IP,” said Albert Reed, co-founder and studio director at Demiurge. “Now that we’re ready to bring our own creation into the spotlight, we’re happy to have the Reverb team with us to share their own experience in creating successful campaigns for new franchises.”

“The Demiurge team exudes the kind of unique creative brilliance that you expect from a studio with this level of experience,” said Tracie Snitker, founder and vice president of public relations, Reverb Communications. “Ensuring that the Demiurge team and all of their upcoming projects are introduced to the core gaming audience with maximum impact is a collaboration that we look forward handling with all of the studio’s needs in mind.”

Demiurge Studios stands as one of the largest independent game studios in the Boston area, diligently continuing to work with several top-tier partners on multiple titles, as well as on their own franchises. The studio has been retained by industry leaders like Electronic Arts, Epic Games, Gearbox Software, and THQ, to help ship over ten retail titles for the PC and every major console since the studio was founded in 2002.

For more information on Demiurge Studios, as well as details on employment information, please visit www.demiurgestudios.com.

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About Demiurge Studios:

Founded in 2002, Demiurge is one of the leading independent studios within Boston’s thriving videogame development community, making a name for itself as a straight-forward, service-oriented production house built upon an amazing breadth of creative talent. The studio’s credits

include some of the most well-known titles within the industry working with such stalwarts as Electronic Arts, Epic Games, Gearbox Software and THQ and lending its expertise in AAA franchises like *Bioshock*, *Brothers in Arms*, *Mass Effect*, and *Rock Band*. Demiurge is currently in-development on an original IP planned for digital download. For more information please visit www.demiurgestudios.com

About Reverb Communications:

Reverb Communications, Inc. provides a combination of public relations, marketing and business development programs, creating customized communications campaigns that directly contribute to a client's bottom line. Reverb specializes in launching videogames on all platforms including Xbox 360, PlayStation 3 system, Wii, PC, Facebook and iPhone. The agency has worked on recognizable brands like *Guitar Hero*, *Rock Band*, *The Beatles: Rock Band*, *Star Trek Online*, *ZEN Pinball*, *iSamJackson*, *Dragonica Online* and many more.

For more information about Reverb Communications, please visit: www.reverbinc.com.