



**EMERGENT™ GAME TECHNOLOGIES' SALES EXCEED EXPECTATIONS WITH
WORLDWIDE LICENSING DEALS**

Emergent's Global Footprint Accelerates With Addition of Gamebryo® LightSpeed™

CALABASAS, Calif. – July 14, 2009 – Sales of Emergent™ Game Technologies' Gamebryo® LightSpeed™ powered a better than expected half year earnings report, with a nearly 45% increase in the first half of 2009 over earnings during the same period in 2008. Emergent made great advances in both the North American and Asian markets, with licensing numbers continuing to increase in the Korean territory.

Emergent's LightSpeed has seen a quick adoption and positive response by the marketplace since its release only 3 months ago, with already over 200 product evaluations for their flagship product. Develop magazine has already hailed LightSpeed as the overall #2 videogame engine in its "The Top 10 Game Engines", an annual two-week run down of the tech that powers the gaming industry. Emergent designed LightSpeed with the goal of creating a flexible engine that will continue to expand and grow with the evolving needs of studios, with the next big evolution of LightSpeed being unveiled in August.

The diversity of LightSpeed and Gamebryo are a key to this success. With the global reach of games like downloadable titles from Stickmen Studios' upcoming WiiWare title **Dragon Master Spellcaster** and Cyanide's recent multi-console game **Blood Bowl**, to unique uses of the tech with Vizerra.com, the world's first 3D education portal created by 3DreamTeam, Emergent's technologies are inspiring gaming creativity around the world.

This announcement follows on the heels of Emergent announcing licensing agreements with leading industry publishers THQ and Square Enix.

To learn more, please visit www.emergent.net.

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About Emergent

Emergent Game Technologies works with developers and the industry's top middleware providers to create state-of-the-art software and services needed to rapidly move from prototype to final product. These proven, stand-alone solutions include the award-winning Gamebryo software platform. Emergent helps developers fulfill their maximum creative potential by giving them the power to endlessly – and efficiently – iterate development.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; Austin, Texas; London; Tokyo; China and Korea. To learn more, visit www.emergent.net.

About Emergent Products

Emergent Game Technology's Gamebryo is used to create high-quality titles for PLAYSTATION 3 system, Xbox 360, PC and Wii. Publishers that have used Gamebryo in the past include: Disney, Google, Electronic Arts (EA), Take Two, Namco and THQ to name but a few. Gamebryo has been used as the core tech in high profile titles such as EA-Mythic's

Warhammer Online: Age of Reckoning and Firaxis' **Civilization Revolution**. Gamebryo LightSpeed, the next leap forward in game development technology, offers game designers a cross-platform, cross-genre solution that has rapid prototyping, rapid iteration and real-time updates to simplify game technology creation and open the door to exciting gameplay possibilities.

To date, Gamebryo has been used in more than 250 shipped games titles from downloadable casual games to first-person shooters to massively multiplayer online games. Another 150 titles are currently in development.

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