



Emergent Game Technologies Signs Multi-SKU Licensing Deal With Chinese Internet Leader Tencent

Calabasas, CA and Shanghai, China – July 28, 2010 - [Emergent Game Technologies](#), a worldwide leading provider of 3D game development solutions, announced today it signed a multi-SKU licensing agreement with [Tencent](#), a leading provider of Internet and mobile & telecommunications value-added services in China, for its use of Emergent's development engines, Gamebryo and Gamebryo LightSpeed.

"Tencent is using Gamebryo and LightSpeed as one of our core client side technologies for the development of our gaming products. We are glad to see the continued advancement of Emergent's technologies and look forward to the roll-out of future versions of the technology," said Steve Gray, Executive in Charge of Production, Tencent.

"Tencent is a true global success story, continually innovating with each level of its business and we look forward to a long, integrated partnership to help them realize the next level of videogame entertainment," said Scott M. Johnson, CEO of Emergent Game Technologies. "Emergent's products allow Tencent's teams to focus more on game specific development and content creation, rather than core client technology development."

Emergent's development engines, Gamebryo and Gamebryo LightSpeed, empower developers to create their single-player, online and multi-player games in any genre and continues Emergent's dedication to providing a one-stop cross-platform toolset for PlayStation®3 computer entertainment system, Xbox®360 video game entertainment system from Microsoft, Wii™ and PC. The engines have a seamless and efficient framework coupled with the flexibility to quickly incorporate in-house and other third-party tech. The cutting-edge LightSpeed engine provides studios with the ability for rapid prototyping, rapid iteration and rapid development.

For more information about Emergent Game Technologies and its development engines, please visit www.emergent.net

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About Emergent Game Technologies

Best known for its industry-leading 3D game engines, Gamebryo and Gamebryo LightSpeed, Emergent's technologies have been selected by studios around the globe to bring nearly 300 titles across more than 15 genres to market, including Game of the Year award-winning titles like *Fallout 3*, *The Elder Scrolls IV: Oblivion*, as well as critically acclaimed titles like *Warhammer Online: Age of Reckoning*, *Civilization Revolution*, *QQ Speed*, *Divinity II – Ego Draconis* and *Bully*. Emergent's videogame technology is allowing studios to focus on innovative gameplay by enabling rapid prototyping, rapid iteration and rapid production with real-time on-target updates for Xbox 360, PlayStation 3 system, Wii and PC. As part of the international development community, Emergent provides world class support and technologies evolved from deep relationships with its developer partners.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; London; Tokyo; China and Korea. www.emergent.net.

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