

FOR IMMEDIATE RELEASE



EMERGENT NAMES FORMER CHEMISTRY/KUJU STUDIO HEAD MIKE COX AS DIRECTOR OF DEVELOPER RELATIONS FOR EMEA

LONDON, U.K. and CALABASAS, Calif. – August 11, 2009 – [Emergent™ Game Technologies](#) announced today that it has tapped longtime game management and business development executive Mike Cox to serve as Director of Developer Relations for Europe, Middle East and Africa (EMEA). Mike brings with him a rich history in the gaming sector spanning nearly two decades, including a career list of game credits approaching 50 titles on all platforms along with tenures at Electronic Arts and most recently at Kuju Entertainment, where he served as Studio Head of Chemistry, an Unreal-exclusive studio. In his new role Mike will lead and manage the EMEA sales team, work to expand Emergent's reach in Europe and the UK, increase its business pipeline and shape the company's overall global account management strategies, including in-territory support and custom development.

"My experience in the videogame industry has allowed me to work on several engine solutions and it's refreshing to now work with a technology designed from the ground up to provide an advanced workflow solution for developers that doesn't create debugging issues or end game problems," said Cox "Considering what goes into creating a AAA title, it makes sense to develop on technology that encourages creativity."

In addition to working directly with the EMEA sales team, Mike will also use his years of development experience and industry leadership to consult with studios planning to use Emergent technologies, as well as building relationships with current and potential publisher partners and middleware companies.

"Aside from Mike's impressive resume, he brings an understanding of the challenges developers are facing," said Katie Morgan, Emergent Vice President of Sales and Marketing. "As Emergent begins shaping the new face of AAA games and drives to deepen our relationship with the development community, we look to Mike to lead the charge in EMEA to provide an unprecedented level of support throughout the development process."

Press interested in interviewing Mike Cox may do so during Gamescom 2009 in Cologne, Germany, where the Emergent team will be announcing and demonstrating a number of new innovations for its Gamebryo® LightSpeed™ engine. Visit Emergent Game Technologies at Gamescom, August 19-23, 2009, Hall 4.2, booth J-011.

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 *The Elder Scrolls IV: Oblivion*, as well as critically acclaimed titles like *Warhammer Online: Age of Reckoning*, *Civilization Revolution* and *Bully*. Emergent is driving "The New Face of AAA," 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; Austin, Texas; London; Tokyo; China and Korea. To learn more, please visit www.emergent.net

Emergent, LightSpeed, Gamebryo and related logos are trademarks or registered trademarks of Emergent Game Technologies, Inc., or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.

Copyright © 2009 Emergent Game Technologies, Inc.

Emergent Media Contacts:

Tracie Snitker
Reverb Communications
tracie@reverbinc.com
(209) 586-1495 x104

Casey Lynch
Reverb Communications
casey@reverbinc.com
(209) 586-1495 x102