



EMERGENT GAME TECHNOLOGIES HEADS NEXT WEEK TO GDC EUROPE & GAMESCOM

Calabasas, CA and Cologne, Germany – August 12, 2010 - The Emergent team is on its way to Cologne for GDC Europe and Gamescom. Emergent Game Technologies, a leading provider of 3D game development solutions, will be in Germany meeting with current and potential studio partners and introducing the newly launched Gamebryo LightSpeed 3.2 beta, which gives users unprecedented access to early releases as well as upcoming tools and features.

Show attendees are invited to stop by and see the Emergent team during GDC Europe (Expo Hall, Booth 143) from August 16th to the 17th and at Gamescom (Hall 4-Level 2, Meeting Rooms E50/E52) from August 18th to the 21st.

Additionally, Gamescom attendees should stop by to see Emergent's LightSpeed engine in action in Virtual Air Guitar Company's upcoming fighting adventure title **Kung Fu LIVE**, which can be found in Hall 6 – Open Booth C-O33.

Press interested in meeting with Emergent during the show to learn more about the company and its development products should contact Tracie Snitker, Reverb Communications, tracie@reverbinc.com.

Emergent's LightSpeed is the newest leap forward in game development technology delivering the only professional technology for start-to-finish multi-genre/multi-platform game development. Enabling rapid prototyping, rapid iteration and rapid production, LightSpeed simplifies game development for studios through a data driven framework that opens doors to exciting game-play possibilities. Studios are empowered to create their single-player, online and multi-player games in any genre with Emergent's one-stop cross-platform toolset for PlayStation®3 computer entertainment system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and PC.

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

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About Emergent

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**, **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 London; Tokyo; China and Korea. www.emergent.net.

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