



Bongfish Swim Into Flashman Studios' Client Roster

*Austrian developers behind **Stoked** now represented by veteran American agency*

San Francisco, California – July 29, 2009 – Flashman Studios, a leading business management firm in the interactive entertainment industry, announced today their new partnership with Bongfish, an Austrian development studio that specializes in creating highly authentic extreme sports videogame experiences. Bongfish is the studio responsible for the recently released, critically-acclaimed snowboarding title **Stoked** for the Xbox 360[®] video game and entertainment system from Microsoft. Flashman will now handle business management responsibilities for Bongfish, including corporate strategy and managing publishing deals.

"As their name might suggest, the Bongfish team is made up of talented developers that know how to have fun," said Brad Young, CEO of Flashman Studios. "They also know how to create absolutely stellar titles, as they proved to the world with **Stoked**. We're proud to bring them in as the latest addition to the Flashman client group and look forward to helping them build on the success of their first title."

Formed in 1999, Bongfish is a team consisting of 25 seasoned developers committed to creating authentic and fully licensed action sports videogame using their proprietary engine, Soma. The Soma Engine features unparalleled terrain resolution, fully scalable representation streaming, tight PhysX integration and seamless multiplayer support. All these features were on full display in **Stoked**, released earlier this year. Games Radar raved, "Offering a compelling, substantial simulation of the sport, **Stoked** is the best option for virtual powder fiends we've seen in some time." And Game Informer magazine said that "Bongfish has taken steps in the right direction for setting the new standard for snowboard titles...and in the end, gives Shaun White a snowball to the face."

Bongfish is also premiering a teaser-movie for an upcoming title which will be available for gamers later this year. Head over to Game Trailers to check out the exclusive new footage of this title: <http://www.gametrailers.com/video/exclusive-debut-stoked-dc/53489>.

"Although we feel we created a great title with **Stoked**, we also feel that we're just getting started as a studio and that our best work is in front of us," said Klaus Hufnagl, CEO of Bongfish. "We are dedicating ourselves to delivering genre-defining experiences, and this partnership with Flashman Studios will bring that goal closer. They have an extensive network of business development contacts and we're 'stoked' to see what we can accomplish together."

For more information about Flashman Studios, please visit www.flashmanstudios.com. For more information about Bongfish, please visit www.bongfish.com.

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ABOUT FLASHMAN STUDIOS:

Flashman Studios represents game developers and intellectual property in the interactive entertainment industry with a particular focus on the videogame market. Flashman Studios offers clients a wide range of expertise, including corporate strategy, sales,

marketing, public relations, business development, corporate finance and mergers/acquisitions by utilizing the strength of a team-based approach and strong industry relationships. For more information on Flashman Studios please visit:

www.flashmanstudios.com

ABOUT BONGFISH STUDIOS:

Bongfish started by making a snowboarding game FLOW.game as a student project. Following this, Bongfish was turned into a game developing company in 1999. The company subsequently has grown by 25 people with over 95% of its employees touting academic degrees. The strong educational background of Bongfish's core leadership and development staff blends with the company's focus on a high tech approach to game development: find technical areas to excel and craft game play experiences that leverage off these technical strengths. For more information, please visit: www.bongfish.com

MEDIA CONTACT:

Jerry Whitehead III
Reverb Communications, Inc.

jerry@reverbinc.com

(209) 586-1495 ex. 111