



## Flashman Studios Adds Certain Affinity to Developer Roster

*Development studio headed up by former **Halo** lead Max Hoberman*

**San Francisco, California – November 25, 2008** – Flashman Studios, a leading business management firm in the interactive entertainment industry, announced today that it has reached a strategic representation agreement with Certain Affinity, Inc. Flashman will handle business management responsibilities for the Austin, Texas based development studio.

“It’s truly exciting for those of us here at Flashman Studios to work with people with such impressive track records as the folks who head up Certain Affinity,” said Brad Young, founder and CEO of Flashman Studios. “They are packed with talent, have worked on some of our favorite titles and know this industry inside and out. We couldn’t be happier to begin our partnership together.”

Founded in 2006, Certain Affinity brings an unusually high number of experienced talent together as an employee-owned, self-funded company. The nearly 30 full-time employees at Certain Affinity come from a dozen top-tier videogame companies. Certain Affinity’s founder, Max Hoberman, is a 10-year veteran of Bungie, where he was the multiplayer, interface, and online lead for both **Halo 2** and **Halo 3**, two of the most critically acclaimed and commercially successful videogames in history.

“After several meetings with Brad and the rest of the Flashman team, we knew that it would be in our best interest to work with them,” said Hoberman. “They bring a ton of passion to their work, and have years of solid experience and expertise. I’m looking forward to both of our companies growing and flourishing as a result of this partnership.”

Certain Affinity’s leadership has taken a long-term approach from the start – in addition to working on **Halo 2** and **Left 4 Dead (360)** they have also developed their own IP – a downloadable action RTS called **Age of Booty** with Capcom. Certain Affinity has also partnered with Activision on multiplayer for **Call of Duty: World at War**. This collaboration with major developing and publishing players has helped Certain Affinity to build their team, infrastructure and creative processes.

For more information about Flashman Studios, please visit [www.flashmanstudios.com](http://www.flashmanstudios.com). For more information about Certain Affinity, please visit [www.certainaffinity.com](http://www.certainaffinity.com).

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### **ABOUT FLASHMAN STUDIOS:**

Flashman Studios represents game developers, intellectual property and publishers 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](http://www.flashmanstudios.com)

### **ABOUT CERTAIN AFFINITY:**

Founded in 2006, Certain Affinity is an Austin, Texas based development studio with a wealth of console and PC experience. Founded by Bungie veteran Max Hoberman, Certain Affinity has 27 full-time employees that have worked on such blockbuster titles as Halo, Halo 2, Halo 3, Left 4 Dead, Call of Duty: World at War, Wing Commander, and many more. For more information about Certain Affinity, please visit: [www.certainaffinity.com](http://www.certainaffinity.com)

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