

Adam Lancman is the Managing Director of Infogrames Melbourne House, the largest games developer in Australia and part of one of the largest entertainment software publishers in the world. He has over 22 years of extensive experience in all facets of the games software publishing and development industry at an international level. Adam is also President of the Game Developers Association of Australia in addition to being a certified CPA. Adam is keen to assist the domestic industry to grow and become a significant part of the international scene.

He has established strong ties with many of the major international publishers and with the major console manufacturers and now as part of the substantial Infogrames group has a pivotal role in the strategy and planning of the Infogrames development organisation.

Infogrames Melbourne House is Infogrames' Regional Headquarters for Development and Publishing in the Asia Pacific Region and is an important step in the expansion of Infogrames into Asian centres of games development and publishing such as Japan and Korea.

INFOGRAMES MELBOURNE HOUSE is Australia's leading developer of video games for personal computers and game consoles. INFOGRAMES MELBOURNE HOUSE became part of the Infogrames Entertainment Group during 1999. Previously, as Melbourne House and as Beam Software, the company developed more than 150 video game titles, making it one of the most prolific games development companies in the world.

INFOGRAMES MELBOURNE HOUSE is celebrating its 22nd anniversary this year. This makes INFOGRAMES MELBOURNE HOUSE one of the world's oldest video game software developers and publishers.

INFOGRAMES MELBOURNE HOUSE programmers, artists and designers are recognised as being among the most skilled in the world, with INFOGRAMES MELBOURNE HOUSE games (such as *Grand Prix Challenge*, *Le Mans*, *Looney Tunes Space Race* and *GP500*) acknowledged as being among the most advanced, feature-rich and realistic games available anywhere.

Infogrames Entertainment

Infogrames Entertainment, S.A. (Paris Bourse: SICOVAM 5257) is a worldwide leader in the interactive entertainment software industry. Headquartered in France, the company develops and publishes award-winning computer and video games for the PlayStation® game console, Nintendo® 64, Nintendo® Game Boy® Color, Sega™ Dreamcast™, and personal computer platforms. Founded in 1983 by its chairman and

CEO, Bruno Bonnell, Infogrames' 18-year history has produced many award-winning franchises, such as Test Drive®, V-Rally™, Independence War™, Hardball®, and Alone In The Dark™. The company is also known for its long list of well-known licenses including Warner Bros.™ Looney Tunes™, Mission: Impossible™, Le Mans™, AM General Hummer®, Harley-Davidson®, and Dodge® Viper. For more information, visit Infogrames' web site at www.infogrames.com.