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**IGN/GAMESPY LIVEWIRE TO BRING MILLIONS OF GAMING AND TECHNOLOGY FANS
INTERVIEWS WITH THE “GENIUSES OF GAMING”**

*Interactive Talk Show Live from the E3 Show Floor To Be Broadcast Online in Streaming Video,
Streaming Audio, and Featured on Network and Satellite Radio*

BRISBANE, Calif. - May 10, 2004 -IGN/GameSpy, the leading online media and technology company serving games and entertainment enthusiasts, today announced the initial lineup for its second annual LiveWire program, hosted live from the floor of the Electronic Entertainment Expo (E3) at IGN/GameSpy's booth (W2400), May 12-14.

IGN/GameSpy's LiveWire will bring news, commentary and interviews with leading figures in the gaming industry to millions of gaming and technology enthusiasts across an unprecedented array of media outlets and formats, many of which offer the audience the ability to interact directly with the show guests.

LiveWire will be available to audiences across multiple venues. These include:

- Live from the LiveWire stage at IGN/GameSpy's trade show booth, W2400

- As an audio stream available to the millions of users of GameSpy Arcade, IGN/GameSpy's online gaming service. Users of Arcade can listen to the action live, participate in a show chat area and type their questions directly to show guests
- As a video stream available to subscribers to IGN Insider, IGN/GameSpy's market-leading premium content service through network and satellite radio
- To the 1.5 million nightly listeners of The David Lawrence Show, available across 54 markets and on XM Radio Channel 152 and Sirius Satellite radio Stream 144
- Three hours of each day's interviews will be rebroadcast 7 p.m. to 10 p.m. Pacific Time each night of the show

LiveWire is hosted by David Lawrence, one of America's leading technology and entertainment radio personalities, Sean Flinn, IGN/GameSpy's program manager of gameplay products, and IGN/GameSpy's top editors. The current guest lineup includes:

Will Wright, creator of *The Sims* and *SimCity*

Richard Garriott, creator of the *Ultima* series of games

David Perry, creator of *Enter the Matrix*

Peter Molyneux, creator of the *Black and White* franchise

Perrin Kaplan, vice president of Nintendo of America

Warren Spector, creator of *Thief* and *Deus Ex*

Raph Koster, creator of *Star Wars Galaxies*

Tim Sweeney, creator of the *Unreal* games

Additional leading game industry personalities who will participate are Jeff Briggs, Brian Fargo, Raph Koster, Mark Skaggs, David Hufford, Demis Hassabis, among many others.

“LiveWire puts the best of E3 and the gaming industry directly in front of millions, and allows the audience to be a part of the programming,” noted Jonathan Epstein, EVP and general manager of IGN/GameSpy’s media division. “Meanwhile it allows the leaders in the games business a new way to broadcast their information to their best potential customers.”

To listen to the show through GameSpy Arcade, new users can download the Arcade software from <http://www.gamespyarcade.com>. The schedule of show guests is available on <http://www.gamespyarcade.com/livewire>. For companies interesting in placing guests on the show’s remaining open slots, please contact Sean Flinn at livewire@igngamespy.com.

About IGN/GameSpy

IGN/GameSpy provides the Internet’s leading destinations for gaming, entertainment and community for teens and 18-34 year-old males. The company’s properties include IGN.com, GameSpy.com, FilePlanet.com, GameSpyArcade.com, TeamXbox.com, more than 70 community sites and a vast array of online forums. IGN/GameSpy is also the leading provider of technology for online game play in video games and has the largest game-related subscriber base on the Web. The privately held company has its headquarters in the San Francisco Bay Area, with offices throughout the U.S.

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