



gamespy[®]

Media Contact:

Sibel Sunar; Sara Black

The Bohle Company

(310) 785 – 0515 Ext. 271, 287

sibel@bohle.com; sara@bohle.com

**IGN/GAMESPY UNVEILS GAMESPY ARENA,
A GROUNDBREAKING LADDER AND COMPETITION SITE**

*Gamers Can Compete on All Platforms To Demonstrate Their Skills;
Publishers Can Use Arena To Create Community Around Their Top Titles*

BRISBANE, Calif. - May 12, 2004 - IGN/GameSpy, the leading online media and technology company serving the games and entertainment enthusiasts, today unveiled GameSpy Arena (<http://www.gamespyarena.com>) a revolutionary ladder and competition site offering opportunities for competitive gamers to test their skills against other gamers on all online platforms and a new way for publishers to promote their titles to IGN/GameSpy's 18.5 million worldwide unique visitors*. The company is now accepting signups for the open beta of GameSpy Arena, which will launch on June 1, 2004.

Gamers will have access to the most robust, ladder system on the Internet, with support for all major PC, PS2 and Xbox games that feature online gameplay. Publishers and developers will be able to use the Arena site to build community around both their new or cataloged titles, through their sponsorship and promotion of officially sanctioned ladders.

"GameSpy Arena will revolutionize competitive online gaming," Mark Jung, CEO, IGN/GameSpy says. "While other ladder and tournament sites exist, none have been able to offer both gamers and publishers the multi-platform depth, the flexibility, and the customization

and scheduling options Arena provides. We expect GameSpy Arena to quickly become the premier competition site.”

Ladders are a form of competition where players sign-up to compete against other gamers already ranked on a game and attempt to “climb the ladder” to get to the #1 spot. Using GameSpy Arena, gamers can easily issue match challenges to other gamers and report match results to the ladder administrators.

IGN/GameSpy’s Arena website will list the overall rank of individual players for each ladder, their win-loss percentage, match history and a myriad of other statistics. Each player gets to set up a unique player profile, which will house their GameSpy Arena rankings across all the games they are playing, allowing other users to quickly access the skills of their future opponents.

GameSpy Arena is offered free to all Internet users. Competitive gamers who are also subscribers to the IGN/GameSpy Network receive additional privileges, and will be able to create, customize and administer the own ladders, using Arena’s robust administration system.

GameSpy Arena is the latest addition to IGN/GameSpy’s market-leading portfolio of products and services that enhance gameplay, which include GameSpy Arcade (the leading online gaming service for PC games), Roger Wilco! (the leading voice chat utility for gamers), GameSpy 3D among other products.

User-reported ladders are the first phase in the staged launch of GameSpy Arena. IGN/GameSpy is currently developing an in-game ladder reporting software development kit (SDK) for game developers. When this is complete, competitive gamers will be able to post their match results directly from within their favorite games, adding an additional level of security, and offering real-time results. Future releases of GameSpy Arena will also offer tournament competitions in addition to ladders

To participate in the open beta of GameSpy Arena, gamers can sign up at <http://www.gamespyarena.com>.

“Gamespy Arena puts terrific new promotional and community-building tools into the hands of game publishers,” added Jung. “Ladders and tournaments are excellent tools to both stimulate trials of new multi-player games, and to promote ongoing loyalty to multiplayer online games for the PC, PS2 and Xbox.”

Publishers and developers will be able to work with GameSpy Arena to create professionally administered and custom-skinned Official Ladders for their online games. By building programs of ongoing competitions and tournaments that reward gamers for ongoing use of their titles, publishers can retain and hold the active gamers that drive the success of future versions of their titles.

“GameSpy Arena offers publishers and developers the opportunity to build their gaming communities in front of more gamers than any other company can offer – 18.5 million unique visitors a month,” Jung pointed out. “No one else can boast those numbers.”

*comScore Media Matrix, March 2004. Worldwide data cited herein represent an aggregate of 32 countries reported on a monthly basis.

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.

###