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**IGN.COM AND GAMESPY.COM DEBUT COMPELLING NEW SITE DESIGNS,  
OFFERING NEW WAYS FOR ADVERTISERS TO REACH ELUSIVE YOUNG ADULT MALES**

*First Sites to Offer New High-Impact Ad Standards on Home and Top Channel Pages;  
Higher Resolution Brings Users More Editorial and Offers Marketers More Messaging*

BRISBANE, Calif. - May 3, 2004 - IGN/GameSpy, the category leader in delivering the male 18–34 and male 18–24 audiences online, today debuted dramatic new website designs on both of its major entertainment and gaming properties, IGN.com and GameSpy.com. The new site designs, built at the higher 1024 x 768 resolution used by more advanced Internet users, are the first to incorporate the new Interactive Advertising Bureau (IAB) half-page ad standard (300 x 600 pixels) on a home or top channel page. Combined with adjacent IAB leader board ad units, the new half-page ad units offer advertisers a space that dominates the screen when IGN and GameSpy's gaming and entertainment audiences log on.

The IGN/GameSpy Network offers advertisers reach to more than 18.5 million worldwide unique visitors a month (comScore Media Metrix March 2004), featuring the most concentrated audiences of males 18–34 and males 18–24 available online (Nielsen NetRatings). According to audience profiling service @plan's spring 2004 report, IGN.com offers the highest composition of males 18–34 of any

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Internet site, with 69.4% of its audience fitting that demographic. IGN.com also is #1 in audience composition of males 18–24. GameSpy’s audience is similarly concentrated, holding the #3 spot on @plan with 60.6% audience composition of males 18–34.

“The 18–24 and 18–34 male audiences are leaving TV in droves,” Jon Epstein, executive vice president, IGN/GameSpy, said. “We offer consumer product and entertainment advertisers – not to mention game publishers and technology marketers – a key tool to recapture the mind share of this demographic.”

Advertisers can purchase the combined half-page and leader board opportunity in increments of 24 hours, allowing advertisers a means to intercept the traffic on IGN and GameSpy’s top pages for a sustained period of time.

Advertisers utilizing the new advertising opportunities during the debut period include Electronic Arts, Touchstone Pictures, Nokia, Logitech, Ubisoft, Paramount and other leading consumer products, entertainment, and games companies.

Because gamers typically own high performance computers and high resolution, broadband connections, IGN/GameSpy is able to display more content (both advertising and editorial) to its visitors, maintaining the high level of excitement young males look for in an online environment.

“IGN/GameSpy is committed to offering its advertisers the best value proposition for reaching the teen and young adult markets,” Epstein said. “When we combine our leading position in these markets with the new advertising units we’re putting front and center on our sites, we’re putting a powerful new tool in the hands of the advertising community to target a key demographic segment.”

**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, GameStats.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 United States.

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