

GAMES AND ENTERTAINMENT VISIONARIES FORM 4MM GAMES

Former Rockstar Games Founders Team with Leading Entrepreneurs from Games, Media, and Music to Launch New Interactive Entertainment Company; Secure Significant Slate Financing from CEA Autumn Games

NEW YORK, NY – May 21, 2009 – 4mm Games, LLC (“4mm”) today officially announced its formation. The company was founded by Rockstar Games co-founders Jamie King and Gary Foreman and former Image Metrics exec Nicholas Perrett, joined by Paul Coyne, a respected twenty year veteran of the technology and entertainment industries.

“I was hugely honored to be approached by talent of Jamie and Gary’s caliber to co-found 4mm Games,” said Nicholas Perrett, Chief Executive Officer of 4mm Games. “It is an utterly unprecedented time in the history of video games, as the web and new business models disrupt the existing value chain. We are excited to create a new type of business to deliver groundbreaking content with global appeal to a consumer who lives online.”

With diverse careers spanning video games, music, television, advertising, online, and telecom, the senior management team of 4mm Games has extensive business, leadership, and production experience. For more than a decade each has contributed to the development of numerous critically acclaimed and commercially successful blockbuster titles, with combined sales of more than 70 million units. Their creative leadership and cultural relevance can be seen in franchises like *Grand Theft Auto*, *Midnight Club*, *Max Payne*, and *Bully* and companies like Rockstar Games, Image Metrics, and NBC Television that have helped mold the current landscape of interactive entertainment.

To facilitate the company’s ambitious goals to create and support a slate of high profile properties, 4mm Games has secured significant title-based investment through a strategic financing partnership with CEA Autumn Games, a global interactive entertainment investment company focused on high quality video games and related media. The partnership between 4mm Games and CEA Autumn Games is multi-year, and encompasses multiple titles and platforms. Financial terms were not disclosed.

“4mm Games has a pioneering vision for the future of interactive entertainment,” said Alex Collmer, CEO and co-founder of CEA Autumn Games. “We believe the 4mm management team combines a unique blend of design, technological prowess and cultural understanding in a way that that will speak to a broad audience, and we look forward to working together to create blockbuster entertainment.”

Rockstar Games co-founder and former VP of Product Development, Jamie King, holds the position of President of 4mm Games, while Rockstar Games co-founder and former Chief Technology Officer, Gary Foreman, serves as Chief Technology Officer. Nicholas Perrett, formerly a General Manager of Image Metrics, is Chief Executive Officer, and Paul Coyne, formerly VP for NBC and SVP for Warner Music Group, serves as Executive Vice President.

4mm Games will make further announcements in the coming weeks. For more information about the company, please visit www.4mmgames.com.

About 4mm Games

Based in New York City, 4mm Games is an independent global interactive entertainment company that is forging a new approach to content creation. The company is focused on developing and publishing a diverse portfolio of entertainment properties that join together video game consoles, personal computers, mobile phones and the Internet. 4mm Games fosters strategic partnerships and assembles premier talent to create and produce entertainment

experiences with global market appeal. For more information, please visit www.4mmgames.com.

About CEA Autumn Games

CEA Autumn Games is a global interactive entertainment investment company focused on the development and distribution of high-quality video games and other related media. The Company was founded as a joint venture between Communications Equity Associates (“CEA”) and Autumn Entertainment Partners (“AEP”), combining CEA’s 36 year track record in global media and entertainment private equity and merchant banking with AEP’s unparalleled expertise in content finance. Since its inception, CEA Autumn Games has formed long-term partnerships with a number of industry leading game studios to support them in their efforts to make culturally impactful entertainment. For more information, please visit www.ceaautumngames.com.

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