

New SOCIAL game COMPANY Gravity Bear Formed to ignite explosive casual games sector

Games Industry Veterans Launch Studio to Deliver Innovative Casual Games for Growing Social Platforms

Emeryville, California – October 27, 2009 – Gravity Bear announced today it has formally entered the electronic entertainment industry as an independent games studio focused on creating unique and fun social games. The crew at Gravity Bear is led by industry veteran Phil Shenk, who was previously co-founder and Art Director at Flagship Studios. The founding members of Gravity Bear embody decades of experience in the games industry and will deliver engaging original IPs across a variety of platforms and social networks.

Prior to his time at Flagship Studios, Phil Shenk held high profile positions at Blizzard Entertainment, where he worked as Lead Artist on *Diablo 2* and later assumed the duties of Designer on *Diablo 2: Lord of Destruction*. Phil also worked at the online games company Wild Tangent, where he directed internal and external teams building streaming games for browser-based 3D engines. He also spent time in business development establishing relationships with Microsoft, Sony Pictures, and Fox, enabling them to build applications based on the Wild Tangent Platform. He is joined by a team of like-minded industry veterans from Flagship Studios, Sega Entertainment USA, Inc. and Sony Computer Entertainment America.

“Gravity Bear was formed with the singular aim of creating games that reconnect people to the core of gaming”, said Phil Shenk, Co-Founder and CEO of Gravity Bear, “Our commitment is to bring the caliber of social gaming experiences players want — as they want them — which means delivering new kinds of excitement and fun that blend the latest in modern game design with fresh technology.”

The social games landscape is experiencing an explosive growth in popularity, blossoming alongside social platforms such as Facebook and Twitter. With tens of millions of players and fans connecting in new ways, and the projected growth of social gaming to over \$1 billion in 2010*, Gravity Bear will introduce game-changing entertainment that will transform the way players and friends connect to one another by splicing the latest in social networking and graphics technologies with stellar game design.

At the heart of Gravity Bear are exciting new processes that allow the team to rapidly iterate and adapt its entertainment products, helping to advance the quickly growing social games category. Players will explore evergreen game experiences like never before and watch them evolve according to their own interactions through the rising social gaming scene.

Gravity Bear is currently developing an original IP built to satisfy the company’s core mission of providing new entertainment products for an all-new era of social gaming. More information will follow in the coming weeks.

About Gravity Bear

Gravity Bear is a new breed of social games company where dedicated game creators share the goal of making unique social games through a steady diet of creativity, fun and contemporary design. Gravity Bear was founded in 2008 by co-founder and gaming industry veteran Phil Shenk to build a seasoned team of like-minded developers, devoted to making casual games as creative, expressive, and fun-loving as the fans that play them. Gravity Bear set up shop in sunny Emeryville, California, where they share office space with a tribe of equally motivated hamsters. For more information on Gravity Bear, please

visit: gravitybear.com. Follow the Gravity Bear Blog at: gravitybear.com/blog/.

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*Swartz, Jon. (October 15, 2009) *For social networks, it's game on.* USA Today

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