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Best Buy Sponsors ECD Systems® Third Annual Independent Game Developers Contest

MARSTONS MILLS, MA – February 11, 2008 – ECD Systems®, the technology innovator for the video game industry, is happy to announce that Best Buy has agreed to assist in sponsoring the company's Third Annual Independent Game Developers Contest.



“Best Buy is delighted to sponsor this contest, which brings together independent game developers and industry enthusiasts from around the world to share their creative ideas,” said Rene McWilliams, General Manager, Best Buy Hyannis, MA. “As one of the largest electronics retailers in the world, we clearly have a large stake in the gaming industry. This contest is a great fit for Best Buy, allowing us to encourage the innovation and creativity that are essential to the evolution of our customers’ gaming experience.” Under the terms of the sponsorship, Best Buy will donate Apple iPod nanos to award general and casual game category finalists.

Now in its third year, the Independent Game Developers Contest has quickly evolved into one of the most highly recognized contests in the gaming industry. An extension of ECD System’s Indie Game Showcase web site, the contest provides an unparalleled opportunity for independent developers to showcase their talents and their latest and greatest game designs to a growing network of peer developers, publishers and gamers. Based on the previous year’s turnout, ECD Systems expects that several million unique visitors will come to the site every month during the duration of the contest to play games and give feedback on the latest developments of the Independent game development community.

“We are very excited to have Best Buy on board as a sponsor for yet another great year of the Independent Game Developers Contest,” said Jack Hart, CEO and president of ECD Systems. “More than just a contest, ECD Systems created this program to help showcase independent developers’



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creativity. The contest has become an influential tool that developers can use to make their presence and profound talents known to the wider industry.”

Independent game developers can now enter the contest online at www.indiegameshowcase.com, or stop by ECD’s booth (6505 North Hall) during the Game Developer’s Conference taking place in San Francisco, CA, on February 18–22, 2008. The best games will be chosen by means of online popular voting between March 14 and June 30, 2008. Contest results will be announced at the Austin Game Developer’s Conference, September 15-17, 2008.

Additional sponsorship opportunities are available to companies who wish to support the contest. Please contact Jim Feeney at jfeeney@ecdsystems.com.

To subscribe to an RSS feed of ECD Systems press releases, please go to <http://www.lewiswire.com/us/index.php?client=146>.

About ECD Systems®

ECD Systems® provides technology innovations for safely creating, sharing and playing video games. Its flagship product, Digital Armor, provides developers and publishers with proven protection against the theft of digital content throughout the life cycle of a product. ECD also offers unique patent-pending technologies that form the FairShare™ Social Networking Engine (SNE), an enabling tool that helps gamers and developers distribute exchange and build communities around their passion. Additional information can be found at www.ecdsystems.com.

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