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## **ECD Joins Forces with Women in Games International to Open New Doors for Female Gamers**

*Sponsorship agreement will raise awareness of issues and opportunities*

**MARSTONS MILLS, MA – February 7, 2007** – ECD Systems, the innovator in anti-piracy and copy protection software, announced today that the company is a platinum sponsor of the Women in Games International (WIGI) Regional Conference Series, including support at the Game Developers Conference (GDC) taking place March 5-9 in San Francisco.

The agreement includes a shared booth space (booth #238) at GDC as well as a guest speaker appearance by a WIGI-affiliated expert on women in games, at a special event to be hosted by ECD at the conference. The invite-only event will be an opportunity for developers and guests to learn about the technologies and games that women will be buying and using in the future.

According to the Entertainment Software Association (ESA), 38 percent of American video game players are women, 47 percent of parents who play games are women, and nearly half (42 percent) of online gamers are women.<sup>1</sup> This agreement between ECD and WIGI underlines ECD's commitment to meeting the specific needs of both independent and women developers and gamers.

"As the creator of the Independent Game Developers Showcase, ECD supports developers and gamers whose influence is critical for creating a dynamic, diverse and exciting gaming environment," said ECD Systems CEO Jack Hart. "We are proud to sponsor Women in Games International, a champion for women gamers and developers, as part of our activities at GDC."

"Women in Games is an advocate for women's issues in the gaming industry, and this relationship with ECD is a terrific example of the kind of innovative partnerships we can create to raise awareness of the

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<sup>1</sup> Source: Entertainment Software Association: 2006 Essential Facts about the Computer and Video Game Industry. [www.esa.com](http://www.esa.com)



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great things women are doing to influence this industry,” said WIGI Development Committee Chair Fiona Cherbak. “We are pleased to share our values and the podium at GDC with ECD Systems.”

### **About Women in Games International**

Women in Games International was created to promote the inclusion and advancement of women in the global games industry. Women in Games International believes that diversifying the game development, media, academic and publishing workplace results in not only a more equitable space, but better products. Women in Games International advocates for issues important to both women and men in the game development industry, including a better work/life balance and healthy working conditions. To further these objectives, Women in Games International is committed to the promotion and sponsorship of conferences, workshops and seminars that help women break into and thrive within the game development world. More information can be found at [www.womeningamesinternational.org](http://www.womeningamesinternational.org).

### **About ECD Systems, Inc.**

The technology leader in protecting valuable title assets during entire product life, ECD Systems, Inc. was founded in 1999. ECD is focused on providing robust protection for independent to large publishers against the theft of digital content throughout the life cycle of a product. ECD has developed unique patent-pending technologies that combine to form the Digital Armor solution that protects a product from its earliest transfer from design studio to design studio, internal and external product testing and review, mastering and replication and finally, protection for when the product is in the hands of the end-user. By providing life-cycle product protection, ECD has taken a major step in preventing unplanned or unauthorized product releases. Additional information can be found at [www.ecdsystems.com](http://www.ecdsystems.com).

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