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For Immediate Release

## **FOUNDATION 9 ANNOUNCES TOTAL QUALITY INITIATIVE**

*Expanded testing and inter-studio forums cornerstones of new program*

IRVINE, CA – February 5, 2008 – Foundation 9 Entertainment announced today that it is putting in place new measures to consistently make games of the highest achievable standards at all of its studios, as well as adding a new level of service to its publishers. Dubbed the Total Quality Initiative, the plan is being spearheaded by F9E’s Chief Creative Officer, Richard Hare.

“We’re already capable of making great games,” said Hare. “This initiative will add a new level of support to our studios, enabling them to reach even higher quality targets, while providing our publishers with service they can’t get from any other independent developer.”

The initiative includes the expansion of a centralized consumer testing and QA department, a revamped framework for internal product reviews and regular knowledge-sharing forums between studios in order to establish best practices across the organization. One of the goals of the initiative is to cement F9E’s position as an industry leader in select categories of games. F9E’s games already outscore industry averages on many platforms and categories for which it develops.

In addition to its focus on quality-related matters, the initiative also includes the implementation of a formalized system for the evaluation and creative development of original game concepts.

“Our focus, first and foremost, will be ensuring the games we make for our publishers are top-notch,” said Hare. “But we also want to foster creative experimentation and self-expression in our talented employees by giving them a venue to pitch and develop their ideas.”

F9E developed more than 60 titles in 2007 for nearly every major publisher. The company’s studios are currently at work on more than 20 projects.

### ***About Foundation 9 Entertainment***

Foundation 9 Entertainment is the largest independent games developer in North America and Europe. The company has 10 studios across the United States, Canada, the UK and India, making it a development powerhouse, uniquely positioned to deliver quality games on all gaming platforms for all age groups. The company's studios are masters in working with licensed properties and have collectively developed more than 500 titles since 1992, including more than 60 in 2007 alone. For more information, please visit: [www.f9e.com](http://www.f9e.com).