

June 29, 2004

## **ACADEMY OF INTERACTIVE ARTS AND SCIENCES (AIAS) NAMES JOSEPH OLIN AS PRESIDENT AND EXECUTIVE DIRECTOR**

### **- Veteran Strategic Marketing Pro To Lead Professional Academy –**

CULVER CITY, CA – (JUNE 29, 2004) – The Academy of Interactive Arts & Sciences (AIAS), the professional organization of the interactive entertainment industry, announced today that Joseph Olin has been named President. Olin will assume his new position at the Academy July 1, 2004.



As President, Olin will lead the day-to-day operations of the Academy, including the strategic planning and coordination of the 8<sup>th</sup> Annual Interactive Achievement Awards and 2005 DICE Summit. He will also be responsible for securing new strategic alliances to help raise the profile of the Academy within the interactive entertainment industry and among consumers.

Throughout his stellar career, Olin has been instrumental in raising consumer awareness of well-known videogame publishers and properties from Nintendo to Sega Genesis. As Vice President, Marketing & Business Development at U.S. GOLD, INC. / EIDOS Interactive, he directed all sales, marketing and new business development activities, and played a key role in the launch of Tomb Raider & Lara Croft game franchises. He also served as Senior Partner, Group Account Director at OGILVY & MATHER where he headed the agency's effort to "re-energize" Mattel's girl's advertising account, which included "Mattel Media," video and PC games division.

"Joseph's management, strategic marketing and new business development expertise, combined with his deep knowledge of the interactive entertainment industry, makes him ideal for this role," said Ted Price, Chairman of the AIAS Board of Directors. "We look forward to developing new initiatives and strategies at the Academy under his guidance."

"This is an exciting opportunity I simply could not pass up," said Olin. "I hope to greatly contribute to the Academy's many efforts that will continue to shape the profile of this rapidly growing sector of the entertainment industry."

Additionally, Olin's extensive career entails a wide variety of senior level held positions at Elliot Portwood Studios, Voiceweb Corporation, Kovel/Fuller, Inc., Della Femina McNamee, Panda Management Company and Microprose/Hasbro Interactive. Olin is a graduate of the University of Southern California.

[The Academy of Interactive Arts & Sciences \(AIAS\)](#)

AIAS is the 5,000-member professional organization of the interactive entertainment industry, created to promote, communicate and advance the common interests of the worldwide entertainment software community.

Annually, the Academy's two signature events are The Interactive Achievement Awards, the industry's premier and most highly regarded award show, recognizing outstanding achievement in interactive entertainment, and The DICE Summit, the only entertainment industry event dedicated exclusively to exploring the creative process, current trends and future of game design, development and marketing.

For more information about AIAS, visit [www.interactive.org](http://www.interactive.org).