



BRITISH ACADEMY
VIDEO GAMES AWARDS

BAFTA ANNOUNCES ITS 2009 AWARDS SPONSOR

London, 12 January 2009: BAFTA today announced that specialist retailer GAME is to be its title sponsor this year. On March 10 the industry comes together to recognise creative excellence in games for the British Academy Video Games Awards, to be held at the London Hilton on Park Lane.

David Parfitt, Chairman of the Academy said: "The partnership between GAME and the Academy is a perfect one. We are committed to recognising creative excellence in this art form and, since part of our charitable remit is to showcase the artistry behind video games to the wider public, we cannot think of a more fitting sponsor. We look forward to working closely with GAME to bring the BAFTA-nominated and BAFTA-winning titles to the attention of huge audiences, not just here, but overseas too".

Tricia Brennan, MD of GAME UK and Ireland said: "We're delighted to be sponsoring the British Academy Video Games Awards to celebrate the best games of 2008, and to congratulate the talented people behind them. Their innovative spirit and creativity has given millions of our customers endless hours of entertainment.

"We are very excited to be working in partnership with the British Academy to raise the profile of our industry to all of the families and gamers who shop in our stores and online."

GAME's sponsorship includes the right to run the only publicly-voted award of the night for the best game of 2008. The shortlist will be announced on February 10 when the official BAFTA Nominations will be released. The GAME British Academy Video Games Awards ceremony will follow on March 10. Table bookings are now available and further details of this year's Awards can be found on BAFTA's website www.bafta.org/games

For more information please contact:

Gary Burns

Barrington Harvey

Tel: 01462 456780 or 07 88888 4992

Email: gary.burns@bhpr.co.uk