



## BAFTA ANNOUNCES 3 YEAR PARTNERSHIP

### GAME to sponsor the British Academy Video Games Awards

BAFTA is delighted to announce that, following a very successful first year of partnering with GAME, the specialist retailer has signed a three year deal for title sponsorship of the GAME British Academy Video Games Awards (GAME BAFTAs).

**Terry Scicluna, Chief Operating Officer, GAME** said: "Following the success of this year's GAME BAFTAs, we are delighted to partner BAFTA for another three years. Gaming is now a whole family activity and it is therefore right that we, with BAFTA, celebrate the very best talent and achievements that come out of this fantastic industry."

In 2008, 82.8 million video games were sold in the UK, making the UK games industry the games capital of Europe. The UK is also responsible for employing around 22,000 people in the industry, making the UK the world's fourth largest games producer, and establishing video games as a real creative force in the UK alongside cinema, music and television.

**Ray Maguire, Chairman of the Video Games Committee** commented: "The beauty of GAME's sponsorship is twofold; not only are they the most influential specialist retailer in the UK but, also, the footprint of GAME's stores are perfectly positioned to bring BAFTA's charitable remit to the public throughout the year."

**Terry Scicluna** concluded: "Our customers expect us to know everything about gaming and this partnership gives them access to the best of the industry as well as an entry point to it, if they want to develop a career in gaming."

The industry will come together to celebrate creative excellence in video games on Friday 19 March 2010 for the GAME British Academy Video Games Awards. The ceremony will be held at The London Hilton on Park Lane Further details of the Awards can be found on BAFTA's website [www.bafta.org/games](http://www.bafta.org/games)

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-Notes to editor-

#### About BAFTA:

The British Academy of Film and Television Arts is the UK's leading organisation dedicated to the recognition and promotion of excellence in the fields of the moving image. Renowned for its high profile Film & Television Awards ceremonies, the prestigious BAFTA mask has long been seen as a symbol of excellence.

#### About GAME:

GAME is Europe's leading specialist retailer of pc and video game products. Since the start of trading in 1991 with 11 stores in the UK, it has grown both organically and through acquisition to a chain of over 1,300 outlets in January 2009. It operates stores in ten countries, supported by eCommerce websites. Online retail is located at [www.game.co.uk](http://www.game.co.uk). For further corporate information, log onto [www.gamegroup.plc.uk](http://www.gamegroup.plc.uk).