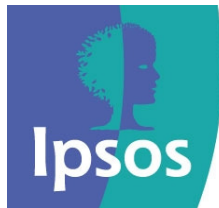


**GamesRadar.com Debuts GamePlan Stats, A
Microsite With The Latest Gaming Industry
Research From Future US and Ipsos OTX MediaCT**
*Free Monthly Updates From Ipsos OTX and The GamesRadar
Editorial Team Features Analysis of The Top 25 Selling and Most
Anticipated Games and Industry Trends*

Public Release Date: Thursday, June 10, 2010, 6:00 AM EDT



Ipsos OTX MediaCT

Ipsos OTX MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. By integrating new technologies and immersive techniques with extensive traditional research experience, Ipsos OTX MediaCT's market leading research solutions help clients better understand media and technology consumption, evaluate content, monitor the value of brands and provide guidance for successful innovation. The Ipsos OTX MediaCT approach results in deeper and more profound consumer insights that allow companies to maximize their return on investment.

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South San Francisco, CA, June 10, 2010 – Future US, the special-interest media company, today announced it has expanded its strategic alliance with Ipsos OTX MediaCT, the U.S.-based operation of the global research firm, to create a new research destination, GamePlan Stats, on GamesRadar.com. The new microsite, live today at <http://www.gamesradar.com/gameplanstats>, offers marketers and consumers insight into the purchasing behavior of gamers and their gameplay habits across the U.S., with additional commentary from Ipsos OTX analysts and GamesRadar.com editors. Each month, video game industry professionals and consumers can visit the GamePlan Stats website to obtain free and insightful data, including the top 25 upcoming and recently released titles, with expert editor reporting.

Future US and Ipsos OTX MediaCT recently announced its subscription-based GamePlan Core, which integrates data about users' behavior and interests from Future's online properties with other marketplace data captured by Ipsos OTX MediaCT GamePlan Insights

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weekly syndicated tracking study. The freely available GamePlan Stats data will provide regular updates of select GamePlan Core data to help game marketers, advertisers and consumers shape their decisions with greater speed.

“The gaming industry is extremely dynamic, with trends developing and evolving very quickly,” said Kelley Corten, Vice President of Games Media, Future US. “GamePlan Stats will provide a vital industry snapshot that will allow vendors, advertisers and consumers to keep pace with these changes and make decisions based on the most up-to-date information. We are very excited to further our relationship with Ipsos OTX MediaCT to enhance GamesRadar.com and provide the industry with vital information.”

GamePlan Stats data come from Ipsos OTX MediaCT’s GamePlan Insights weekly syndicated consumer tracking study. Each week, 1,000 gamers and game buyers, including hardcore gamers, casual gamers, and everyone in between, are surveyed to develop a number of key metrics including awareness, interest, purchase intent, forced choice, perceived value, and word of mouth. The study tracks up to 400 games at any given time, including all major console, handheld, PC and iPhone titles. For example, Pre-E3 data collected from 2,000 gamers across the country from late May to early June shows that Halo: Reach will be a force to be reckoned with in early June. The final Halo release from Bungie ranks first across each of the three metrics: Awareness, Purchase Intent, and Forced Choice (aka: Recession Proof Index). The full list of most anticipated titles is available on the microsite, and will be updated on a monthly basis to reflect gamer reactions to major events and announcements throughout the year.

“GamePlan Stats will significantly increase access to timely data on the evolving and lucrative younger gamer demographic, providing the industry with far greater agility to



adapt to new trends,” said Nick Williams, Director Gaming Insights, Ipsos OTX MediaCT. “The combination of our real-time tracking data and the expertise of the market-leading global media publisher Future US will deliver an unprecedented level of insight into the current state of the video game industry.”

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