



**Hessian Ministry of
Economics, Transport, Urban and Regional Development**

Press release

Wiesbaden, June 26, 2008

Attention all games developers and vendors: The European Innovative Games Award is entering its final phase

Submit your innovative computer and video games by July 31, 2008, for a chance to win prizes worth a total EUR35,000

The deadline for entries is July 31. Until then, developers, publishers, freelancers and young professionals from all over Europe may submit exceptional computer and video games for consideration for the European Innovative Games Award (EIGA). Hessen-IT, an action line set up by the Hessian Ministry of Economics, Transport, Urban and Regional Development, launched the EIGA in association with the European Commission in March of this year. The Award is the first to honor innovation in games development at the European level. Entries' innovativeness will be judged on their technology, content, implementation and benefit by a highly regarded expert jury panel. It is well worth taking part: At a gala event in Darmstadt, Hessen IT and the European Commission will present a total of EUR35,000 in cash prizes to the award winners.

“We introduced the EIGA to encourage and reward the development of innovative games, to strengthen Europe’s games industry and to advance international networking within the sector,” said Dr. Alois Rhiel, Hesse’s Minister of Economics, Transport and Urban and Regional Development. “The response immediately following the award’s launch showed a vast dormant potential among Europe’s games creators. We are delighted that high-profile experts have agreed to be EIGA jury members, as their internationally famous names are helping to carry the competition’s message to every European country.”

The other prominent experts sitting on the jury panel with Dr. Rhiel are Maruja Gutiérrez Díaz (European Commission), Patrice Chazerand (ISFE Interactive Software Federation of Europe), Olaf Wolters (Bundesverband Interaktive Unterhaltungssoftware e. V.), André Horn (IDG Entertainment Media GmbH), and Malte Behrmann (European Games Developer Federation – EGDF).

Anyone wishing to take part in the competition should note that games must not be more than one year old. In addition, games must be capable of running on a standard, up-to-date personal computer. Browser games, games for home and mobile consoles, and games for handheld devices and PDAs are also permitted. Taking part in the EIGA 2008 is free of charge.

The prizes will be awarded at a gala event on November 6, 2008, at Darmstadt's new "darmstadtium" congress center.

Additional information and EIGA 2008 participation documents are available at <http://www.innovative-games.eu> or can be requested from:

Christian Flory
Hessen-IT c/o HA Hessen Agentur GmbH
Abraham-Lincoln-Strasse 38 - 42
65189 Wiesbaden
Germany
Tel.: +49 (0)611-774-8423
Fax: +49 (0)611-774-8620
christian.flory@hessen-agentur.de

Contact:

Hessen-IT – the action line of the Hessian Ministry of Economics, Transport, Urban and Regional Development supporting the Hessian information and communication technology (ICT) sector
Gabriele Gottschalk
Kaiser-Friedrich-Ring 75, 65185 Wiesbaden, Germany
Tel: +49 (0)611-815-2315, Mail: gabriele.gottschalk@hmwvl.hessen.de