

Trion World Network and XSEED Join the ESA

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The addition of **Trion World** and XSEED, with their distinct product offerings, reflects the broad diversity and creative talent of the association's membership.

"The ESA will benefit greatly from the addition of Trion World Network, Inc., and XSEED Games, two truly innovative companies that are at the leading edge of the computer and video game movement," said Michael D. Gallagher, CEO of the ESA. "We look forward to supporting their efforts through our work on the key public policy issues facing the entertainment software industry, including piracy, intellectual property rights and freedom of speech."

Trion World Network, Inc. is the publisher and developer of server-based games and original entertainment for the connected world. Trion provides groundbreaking new capabilities and content to revolutionize global entertainment by combining the best elements of online, gaming, and traditional media. Headquartered in Redwood City, Calif., and with development and technology studios in Austin, TX, and San Diego, Trion combines unrivaled experience and vision in the online entertainment industry with a world-class team of Internet and gaming veterans.

"Trion is excited to have joined the membership ranks of the ESA," said Lars Buttler, Trion's CEO. "The association is dedicated to bolstering the interests of organizations within the interactive entertainment arena and with its support we will continue to develop and publish dynamic, connected games on the Trion Platform, as Trion strives to lead our industry in its transformation from packaged goods software to games as a service."

XSEED Games was formed in November 2004 by a small group of industry veterans led by president Jun Iwasaki with a common vision: to cross pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal and enrich the North American market.

"XSEED Games respects and supports what the ESA is doing for our industry, so we are pleased to be joining the organization," said President Jun Iwasaki (JI) of XSEED Games. "This will be a critical year for gamers, so we look forward to working together to deliver quality products and experiences that further supports and validates the games industry's position within the entertainment sector."