



FOR IMMEDIATE RELEASE

**GENDAI GAMES ANNOUNCES IMMINENT RELEASE OF USER GENERATED VIDEO GAME SHARING SERVICE**

Austin, TX, September 14, 2008 – Game startup Gendai Games® is announcing today the launch of the closed alpha for GameSalad® Creator, an application that allows users to create and publish games to share on the web.

Initially launching on the Mac, GameSalad Creator is a free software download that makes game creation simple and intuitive. Once produced, a game can be uploaded to the GameSalad website for other users to enjoy and learn from.

“Everyone is familiar with similar online based content distribution systems,” says Gendai Games founder Michael Agustin. “The best known model is called YouTube. We are building a community of amateur and independent game designers and allowing them to share ideas and content with each other and their fans.”

The public release of GameSalad is expected to launch November 2008 with plans to expand to other platforms including the Apple iPhone and iPod Touch. “This is a very exciting time for us,” says Michael. “We’ve been hard at work on GameSalad for the past year and a half. We are confident both gamers and game developers will enjoy working together and with us to bring their ideas to realization.”

For additional information, contact Nestor Hernandez or visit [www.gamesalad.com](http://www.gamesalad.com)

**About Gendai Games Inc.**

Gendai Games is an innovator in modern game design. The company develops game creation technologies enabled by the social web.

Gendai Games' technologies provide powerful tools and processes ideal for the creation of sophisticated games and interactive media. The company pairs unique technology with social media to bring game creators and players together.

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