



FOR IMMEDIATE RELEASE

Gendai Games presents business plan to more than 400 investors and industry experts at Rice Alliance I.T. and Web 2.0 Venture Forum

Austin, TX, December 17, 2008 - Gendai Games was selected from more than 70 companies by a panel of IT investors and successful entrepreneurs to present their business plan at the 6th Annual Rice Alliance for Technology and Entrepreneurship Venture Forum on December 11, 2008. Gendai Games was chosen based on the viability of the business, size of the potential market, unique competitive differentiation, strength of the management team, and attractiveness of the investment opportunity.

Business plans were presented before an audience of more than 400 attendees, including investors, venture capitalists, industry representatives, business leaders, advisors/mentors, service providers, and entrepreneurs.

Gendai Games first product, GameSalad, is game creation for the rest of us. GameSalad is an open platform for user-created games, providing a toolset that allows non-programmers to make sophisticated games and share them on multiple platforms.

"It was an honor to be one of only five Texas companies to present a full business plan at the Rice Alliance Technology Venture Forum. We made a conscious choice to base our company in Texas and work with local investment; we're extremely delighted to be recognized as one of the top-ten most promising companies." -Gendai Games CEO Michael Agustin

The Rice Alliance for Technology and Entrepreneurship (Rice Alliance) is Rice University's flagship initiative devoted to the support of entrepreneurship. The mission of the Rice Alliance is to provide entrepreneurship education and to support the commercialization of technology innovations and the creation of new companies in the Texas and Houston region. Since inception in 1999, the Rice Alliance has assisted in the launch of over 225 new technology companies, which have raised more than \$500 million in early stage funding.

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.

Contact: Nestor Hernandez
Gendai Games Inc.
pr@gendaigames.com
www.gendaigames.com