



AVALANCHE STUDIOS

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Avalanche Studios Announces North America Expansion – New Studio to Open in New York City in Fall 2011

STOCKHOLM, 15 June 2011 – Avalanche Studios, original creators and developers of the award-winning *Just Cause* franchise, announced today the opening of a new AAA game development studio in New York City.

“While most developers and publishers are focused on expanding (or contracting) their operations in over-crowded industry centers such as Los Angeles, San Francisco or Seattle, New York provides us with a diverse talent pool from which to create our next big console title,” said Avalanche Studios Founder & Executive Producer, Christofer Sundberg. “It doesn’t hurt that it also happens to be the greatest city on earth.”

Headed by former Activision and Atari executive, David Grijns, the studio will focus on the development of large-scale, online-enabled original IP for next-generation consoles, handhelds and PC. The studio plans to hire up to 50 new staff within the first two years of operation.

“It is an honor to work with Christofer and the incredibly talented team at Avalanche. This is the culmination of a shared and long-held dream,” said David Grijns, Managing Director, Avalanche Studios New York. “Today we are officially putting New York on the game development map.”

“David is a great addition to Avalanche Studios and brings more than 15 years of experience in production, publishing and business development to our management team,” added Sundberg. “Most importantly, David's passion and commitment to creating groundbreaking games further enhances Avalanche's standing amongst the best development studios in the world.”

The New York studio's premiere project is an unannounced AAA title directed by Roland Lesterlin, former Creative Director at Mindspark Interactive, and targeted for release on next-generation platforms in 2014. A core team composed of senior staff from Avalanche's Stockholm headquarters will be bolstered by new talent recruited from New York, North America and around the world.

Interviews with Avalanche Studios' management and HR team will begin in Manhattan during the last week in June.

About Avalanche Studios

Avalanche Studios was founded in 2003 by Christofer and Linus Blomberg and is the original creators of the award-winning *Just Cause* franchise (published by Eidos/Square Enix). The Avalanche Studios headquarters is located in Stockholm, Sweden. The company develops games based on its proprietary technology, enabling unique open-worlds to be created based on original or licensed content. Avalanche Studios will during the summer of 2011 release its first XBLA/PSN/PC game *Renegade Ops* (published by SEGA). More information and job listings are available on Avalanche Studios website: www.avalanchestudios.se.