



PRESS RELEASE

Streamline Studios Augments Its International Business Development Team with Industry Veterans from Disney and MGM

Che-Yuan Wang and Neil Haldar Join Streamline Studios to Grow Hollywood Studio Relationships and Emerging Markets

AMSTERDAM, The Netherlands – March 17, 2009 – Streamline Studios, the leading international production studio focused on co-production and production management for games, today announced the addition of Che-Yuan Wang and Neil Haldar to Streamline’s business development team. Wang will act in a senior business development role for the company, and Haldar will take on an advisory role, with responsibility in emerging markets and Hollywood studio relationship growth. Both executives have more than a decade of experience and fit within Streamline’s strategy to increase marketshare for its high-quality content creation business unit.

“2009 is a transition year for the games industry and Streamline Studios, believes the transition will incorporate new business models that utilize more co-production setups, and require additional pre-qualified content partners at all quality levels,” said Alexander Fernandez, president and CEO of Streamline Studios. “We’ve seen fantastic growth and are using our position to add extremely talented senior business development executives to the company in order to address the two most rapidly growing markets for content creation.”

Che-Yuan Wang joins from Disney Interactive Studios where he was an executive producer and director of production – emerging markets. Overseeing outsourced productions with partners in China and India, Che-Yuan has served in business development and technology roles with Midway, Infinite Machine, LucasArts and Parallax Software over the past 16 years. In his new role with Streamline Studios, he will be responsible for identifying new content creation partner studios and business development opportunities in emerging markets worldwide.

Neil Haldar is best known for his role as Vice President at MGM Studios as well as his business development work for entertainment and technology companies including SkyZone Entertainment, GT Interactive, Sierra Online and Dynamix. Over the past 17 years, Neil has established himself as a dealmaker and insider with some of the largest properties in gaming. With Streamline Studios, he will be responsible for growing the company’s relationships with Hollywood studios as more traditional media companies establish their presence in the games industry.

Streamline recently announced that digital assets and content created by the company have appeared in games that have collectively sold more than 10 million units and generated more than \$500 million in retail sales in the US alone. The company also announced year over year revenue growth of 45%, and continues to add talented artists, programmers, production management and business development specialists. Streamline’s content has appeared in major franchises including Tom Clancy’s Ghost Recon, Gears of War, Unreal Tournament, Battlefield, Saints Row and James Bond among others.

About Streamline Studios

Founded in 2001, Streamline Studios is the leading international production studio focused on high-quality digital content creation for games. Streamline has become the go-to studio for companies that want to remove production risks from the equation of creating big budget franchises. The studio has provided service solutions for high-profile partners and franchises including Gears of War and Unreal Tournament 3 from Epic Games, THQ’s Saints Row, James Bond 007: NightFire from Electronic Arts, and Red Storm Entertainment’s Ghost Recon 2.



Streamline Studios also owns and operates Streamline Records, a music label dedicated to original soundtracks and audio productions for games that appeal to the mass-market audience. For more information on Streamline Studios or Streamline Records please visit www.streamline-studios.com.

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