

Aardwork Software previews GameShadow* at Electronic Entertainment Expo in Los Angeles

Submitted by: Brands2Life

Wednesday, 7 May 2003

GameShadow is a first-to-market solution that proactively provides software patches and PC game updates to the gaming community

Phoenix-May 07, 2003-Aardwork Software today announced that it will preview GameShadow, the first product to enter the market that enables PC gamers to receive proactive data and online access to the latest PC game patches, updates and news, at the Electronic Entertainment Expo conference in Los Angeles May 14th -16th.

The GameShadow database is updated regularly throughout the day, enabling gamers to stay current with games upgrades and fixes. In addition, the GameShadow website provides a wealth of information and an open gamer forum for online reviews and patch feedback.

With sixty percent of all Americans aged six and older, or about 145 million people, playing computer and video games, (Source: Interactive Digital Software association 2002), the distribution and application of essential patches, poses a massive games management issue. Publishers do not always have the resources to proactively promote every patch issued, potentially leaving some gamers uninformed on the latest fixes and game revival patches.

"Delivery of patches and software updates to PC games, has been a costly and time consuming process for gamers and publishers alike for many years," said Tony Treadwell, CEO of Aardwork Software Limited. "As the cost of distributing and maintaining the top PC games titles spirals upward, GameShadow can help publishers reduce overheads and improve game lifespan, through provision of a single interface to the gaming community for PC games patch delivery. Keeping software bug free, up-to-date and most importantly enjoyable to play will no longer be an issue for publishers or the gaming community." GameShadow's content security will be provided by F-Secure, to ensure gamers receive risk-free updates. Jason Holloway, UK country Manager for F-Secure commented. "As GameShadow will have direct access to such a large online community, it's vital that its version management infrastructure is secured against all types of malware. F-Secure's centralised management and automatic updates will deliver that security."

Through alliancing with key partners, game publishers, developers and gaming websites, Aardwork aims to provide market intelligence and a strong delivery infrastructure. Alliance partners will receive regular market reports from the GameShadow database, delivering up to the minute market intelligence on the gaming community.

Availability

Publishers, developers and gaming service providers can meet the Aardwork Software team and see the GameShadow preview at the British Gaming Village Stand in the Kentia Hall, booth number 6535. For more information or to book a preview, please email us at e3expo@aardwork.com

<mailto:xxxx.@xxx.com>

About Aardwork Software Ltd

Aardwork Software Ltd is a developer of intelligent version management and control software solutions. GameShadow is the first application to be launched under the Aardwork Software name. The company is headquartered in the heart of the Cotswolds, United Kingdom with a global network delivery infrastructure and a strategically placed sales and marketing team. <http://www.aardwork.com>

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About GameShadow

GameShadow is a PC patching system -a gaming community portal - that enables PC gamers to receive proactive data and online access to the latest PC game patches, updates and news. GameShadow determines which versions of games are installed on any number of networked PCs, then proactively identifies currently available patches, details of what each patch delivers and instructions on how to apply them. GameShadow will be delivered online through the GameShadow * website <http://www.gameshadow.com>

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