

**Caltech/MIT Enterprise Forum
Entrepreneurs & Interactive Games:
Opportunities in Digital Entertainment
January 21, 2003**

PANELISTS

Pamela Colburn
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Europlay Capital Advisors
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Pamela Colburn started her investment banking career at Kidder Peabody & Co. in New York. There she became an officer in the corporate finance department, and a manager in their Private Equity Group. Ms. Colburn joined Drexel Burnham Lambert as a member of the technology group in corporate finance, and remained a part of the same investment banking team when it moved to PaineWebber, Inc.

Ms. Colburn has extensive experience in advising emerging high-technology, entertainment and new media ventures in all aspects of their business, from founding, to venture capital funding, to sale or initial public offering and beyond. During her career on Wall Street Ms. Colburn worked on a wide variety of corporate and financial transactions, and has represented a full spectrum of companies, from the very large, to publicly traded middle-market companies, privately held companies, and venture funds in connection with capital raising (IPO's, Debt Offerings, etc.); strategic partnering; mergers and acquisitions, and divestitures.

Ms. Colburn received her B.S. in economics from the University of California at Berkeley, and completed her graduate studies in economics under the joint program at The Fletcher School of Law and Diplomacy at Tufts/Harvard University.

Ms. Colburn is currently Co-Founder and Managing Director of Europlay Capital Advisors, LLC, a merchant Banking firm in Los Angeles specializing in the Entertainment and Video Game Industries.

Geoff Keighley
Editor in Chief
GameSlice.com
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Heralded as the "dean of the gaming press" and cited in the *Wall Street Journal* as an "example of gaming journalism growing up," Geoff Keighley is widely regarded as one of the videogame industry's best journalists. Keighley, who has been writing about interactive entertainment for over a decade, currently serves as a contributing writer to both *Entertainment Weekly* and *Business 2.0* magazines (both published by TIME Inc.). He is also a contributing editor at CNET's *GameSpot.com*, where, for the past five years, he has written the acclaimed "Behind the Games" series of feature articles. Mr. Keighley's expertise is frequently sought by media outlets such as CNN, NBC, TechTV, USA Today and the Los Angeles Times. Mr. Keighley lives in Pacific Palisades, CA and is a *magna cum laude* graduate in business and philosophy from the University of Southern California. Most of his articles are available through his website, GameSlice.com

Richard Leibowitz
President
Zoom
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Leibowitz is a member of the California State Bar and began his entertainment career as an attorney in Paramount Pictures' Domestic Television department, became Rysher Entertainment's Vice President of International Business and Legal Affairs, and brought his distinct set of abilities and entertainment deal making experience to the video game industry in 1999. Since then, Leibowitz has established two video game agencies, most recently ZOOM, and has secured deals for or with, among others: Artificial Mind & Movement, Disney Interactive, Sony Computer Entertainment America, Bureau of Film and Game, Electronic Arts, Midway Home Entertainment, Conspiracy Entertainment, Studio Gigante, Microsoft, THQ,

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Fox Interactive, Phoenix Soft, Savage Entertainment, Ubi Soft Entertainment, TDK Mediactive, Activision, Mattel Interactive, and Square Soft.

Laird M. Malamed
Senior Executive Producer
Activision
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Laird Malamed has been in the interactive entertainment industry since 1995, following a five-year stint as a sound editor for television and motion pictures. Laird traces his love for gaming back to 1977, when his uncle took him to play Classic Adventure and a Star Trek game on his bank's mainframe. Laird later convinced his parents to buy him a computer so that he could write adventure games for himself. After a joint degree in Engineering and Humanities from M.I.T., Laird went to graduate school at U.S.C. in Cinema-Television. In television and film, he has worked on *The Young Indiana Jones Chronicles*, *Party of Five*, *Mad About You*, *Curse of the Starving Class*, *Clear and Present Danger* and other projects. In gaming, Laird was Technical Director on Zork Nemesis, Director on Zork Grand Inquisitor and Global Brand Manager for Activision's Star Trek titles. In his current role, he has executive produced *Return to Castle Wolfenstein*, *Jedi Knight II: Jedi Outcast* and *Soldier of Fortune II* among other titles. He is currently working on *DOOM III*, *Quake IV* and projects from Stainless Steel Studios, Gray Matter Interactive and Infinity Ward. He is a member of the Academy of Television Arts and Sciences and the Interactive Academy of Arts & Sciences. He currently serves on the board of the Interactive Academy. Outside of entertainment, Laird has run a medical consulting company with his wife and is currently on the board of managers of an investment management firm. Laird lives with his wife and stepson in Los Angeles.

PRESENTERS

Jason Fredrickson
Founder, Director &, Chief Technology Officer
Horizon
Jason.Fredrickson@HorizonGOT.com

Jason has worked extensively in database programming and mathematical simulation programming, and received a B.S. with Distinction in Physics from Harvey Mudd College in Claremont, California. As Horizon's CTO, Jason is responsible for directing the Company's technology development and managing its long-term intellectual property.

Jeff Grogin
President
Word of Mouse Games
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Jeff Grogin, a seasoned attorney specializing in corporate law, brings 15 years of business transactions experience to his role as president of Snood, one of the hottest shareware puzzle games available via the Internet. Grogin assumed the role as Snood's president in 1999 after he purchased the rights to the game from its author, David McCullough Dobson.

The game initially captured Grogin's interest, not just because of its stimulating and fun nature, but also because of the potential he saw in the game's marketability through its characters. To date, Grogin has secured major licensing deals with reputable companies, such as THQ, Real Networks and Destination Software. In addition, through alliances he secured with Jerry Leigh Entertainment Apparel and Applause Toys, Snood merchandise and toys have been manufactured and are now available at www.snood.net/store. He continues to survey the industry landscape on a regular basis to identify additional partners for Snood. Additionally, Grogin provides overall strategic direction for the company in the hopes of making Snood the top-played Internet game on a worldwide basis.

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In addition to heading up Snood, Grogin founded his own law practice at the beginning of 1991. At the firm, Samaha Grogin, LLP, Grogin specializes in business transactions with an emphasis on intellectual property and real property law. This experience provided Grogin with a strong legal and business foundation that he has leveraged to catapult Snood into major global success. In fact, Grogin cites his prior professional accomplishments in helping him recognize the success that Snood could attain, "My licensing experience was pivotal in convincing me that Snood was marketable."

Aside from his professional endeavors, Grogin is actively involved in the community serving on State Speaker of the Assembly Robert Hertzberg's Small Business Advisory Committee as well as on the San Fernando Valley Anti-Defamation League Advisory Board. He also participates in local fundraising activities for the Arthritis Foundation.

Grogin graduated from Loyola Law School of Los Angeles with cum laude honors. While there, he served as president of the honor society, participated in Law Review and received the Alumni Association Award at the graduation ceremony. He received his bachelor's of science degree in Broadcasting from the University of Florida. Grogin resides in Southern California with his wife and two children, all of whom are huge fans of Snood.

MODERATOR

Scott Alderton
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Scott Alderton is a former partner of the global law firm of Akin Gump Strauss Hauer & Feld, LLP, and Troop Steuber Pasich Reddick & Tobey, LLP, each in Los Angeles, and is a founder and partner of the Firm. He received his B.A. from the University of California at Los Angeles in 1982 and his J.D., cum laude, in 1985 from Loyola Law School. He has served as an adjunct professor of securities law at Loyola Law School and is a member of the Business Law and Intellectual Property Sections of the American Bar Association. Scott is a member of the California Bar.

Scott is a corporate and technology lawyer who focuses exclusively on advising middle-market, technology, emerging growth, and development stage companies in the areas of corporate and securities, mergers and acquisitions, high technology, business, licensing, intellectual property, the Internet and multimedia.

Scott's practice includes a wide variety of federal and state securities laws matters, including the representation of venture capital funds, issuers and investment bankers in public offering registrations and private placements of securities, as well as counseling issuers in connection with federal and state securities law reporting requirements.

Scott has over seventeen years experience working with technology and emerging growth companies at all stages along their evolutionary path. In addition to his extensive background and teaching experience in the field of securities law, Scott has particular expertise in software and other technology licensing; technology transfer, distribution and marketing agreements; capital formation, venture capital and financing transactions; mergers, acquisitions and divestitures; commercial contracts; executive employment agreements; protection of copyrights, trademarks, domain names and trade secrets; electronic commerce; and the development, acquisition and clearance of rights in intellectual property (particularly with respect to information technology, the Internet and new media products).

Scott is a frequent speaker on matters relating to technology, intellectual property, capital formation and capital raising transactions and the representation of technology and emerging growth companies.

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PRODUCER

**Joe Andrieu
Co-founder and President
Realtime Drama
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Joe Andrieu, Co-founder and President of Realtime Drama, an online games startup, and also leads Andrieu Enterprises, which focuses on high tech strategy, marketing and requirements engineering, mainly for software and Internet ventures. His prior experience has included Marketing VP at Presence Information Design ('94-95) and creator and producer of Dating.com ('99). Specific projects include launching Hot Hot Hot ('94)--among the first successful online boutiques--and creating and developing the first online store for NEC Computers (1997), as well

as Director of Marketing for GNP Computers ('95-6), New York City's largest systems integrator. Mr. Andrieu also co-founded the Association of Internet Professionals. He received a BS in Engineering and Applied Science from Caltech where he was founding president of the Entrepreneur Club and is now a member of the Executive Board of the Caltech/MIT Enterprise Forum.