



FOR IMMEDIATE RELEASE

**PC Gaming Alliance Welcomes New Members  
BFG Technologies, Bigfoot Networks, Flextronics, GameStop, GameTap,  
Gas Powered Games, Howie's Game Shack and InstantAction**

**SAN RAMON, Calif., August 12, 2009** -- The PC Gaming Alliance (PCGA), the non-profit consortium created to promote the PC Gaming Industry and be the authoritative voice of PC Gaming world-wide, is pleased to announce that eight new members - BFG Technologies, Bigfoot Networks, Flextronics, GameStop, GameTap, Gas Powered Games, Howie's Game Shack and InstantAction - have joined our rapidly growing alliance.

These new members bring a wealth of experience to the PCGA, as they provide numerous products and services that enhance and expand the PC gaming industry. By joining the PCGA, they are demonstrating their support for the PC Gaming industry and their commitment to improving the PC gaming experience for users world-wide.

"We welcome these new members to the PCGA, a rapidly growing organization where companies of all types can come together to expand and improve the PC gaming ecosystem," said Randy Stude, PCGA president and Intel director, Gaming Program Office.

"I've spent most of my career fully immersed in the world of PC gaming. It's where many of the world's biggest gaming franchises were born and where much of the industry's innovation continues to this day", said Chris Taylor, Gas Powered Games CEO and creative director. "By joining the PCGA, Gas Powered Games hopes to make contributions that keep PC gaming at the forefront of the industry, help it to overcome its challenges, and continue to fulfill its amazing potential."

"We are confident that the PC platform offers the gaming industry the greatest opportunity to leverage the flexibility of the Internet and its open architecture, allowing many players of the industry to innovate and create", remarked Thibaut de Robien, president of GameTap. "GameTap is proud to join the PCGA in elevating PC gaming to the next level."

"The outstanding companies in this industry will all benefit from talking together to provide a more rich and satisfying gamer experience," stated Paul Yankey, Howie's Game Shack vice president. "At Howie's, we are where the rubber meets the road with thousands of gamers coming through weekly, it would help us to understand the opportunities and issues from the other great companies in the gamer market."

"Virtually everything we do at BFG Technologies is designed to enhance and expand the quality of the PC gamer experience around the world", remarked Scott Herkelman, CEO

of BFG Technologies, Inc. "The PC Gaming Alliance shares that mission with us by providing valuable data that makes companies like ours stay on the cutting edge of this vital and innovative market. We look forward to an exciting and productive relationship."

"Bigfoot Networks, the company behind the customer-proven Killer™ Xeno™ line of gaming network cards, has continuously worked to develop technologies that combat lag, enhancing and optimizing the online gaming experience," said Michael Howse, CEO and president, Bigfoot Networks. "Our membership in the PC Gaming Alliance, recognized as the authoritative voice of PC gaming worldwide, underscores our commitment to sharing these new technologies, joining others in the gaming ecosystem to push the PC gaming industry forward — all for the benefit of consumers."

To find more about the PCGA's role as the voice of the PC gaming industry, visit [www.pcgamingalliance.org](http://www.pcgamingalliance.org).

### **About the PCGA**

The PC Gaming Alliance (PCGA) is a nonprofit corporation whose mission is to drive worldwide growth of PC gaming. The PCGA provides an open forum where companies can cooperate to develop and promote solutions that drive the PC gaming industry forward, exchange information and views to promote PC gaming, and share promotional activity designed to grow the PC gaming industry. The PCGA publishes the Horizon's Report, the industry's most comprehensive analysis of the PC Gaming hardware and software market and trends.

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