

**FOR IMMEDIATE RELEASE**

## **Muze Partners with IGN Entertainment to Deliver Comprehensive Video Games Database**

***Combines rich, descriptive media information with images and editorial content  
to drive commerce in games industry***

**NEW YORK, NY and BRISBANE, CA – October 23, 2006 –** Muze, Inc., the leading digital media platform connecting people to art, education and entertainment; and IGN Entertainment, the leading Internet media and services provider focused on the video game and entertainment enthusiast markets, today announced a partnership that delivers the most comprehensive database of games information available anywhere. Marketed as **MuzeGames<sup>™</sup>**, *powered by IGN*, it will offer expansive coverage of nearly 45,000 video game titles, including high-resolution cover images, screenshots, trailers, and samples of game play, augmented by rich editorial content such as game previews and extensive, independent reviews.

Under the terms of the agreement, Muze and IGN have assumed joint ownership of Muze's existing database. IGN will focus on content development, while Muze will provide marketing and distribution of the new MuzeGames<sup>™</sup> product to retailers, video service providers, consumer electronics manufacturers, portals, libraries, and institutions, in North America and the European Union.

In addition to providing the core data that is essential for retail – including game titles, UPCs, release dates, and descriptions – MuzeGames<sup>™</sup> offers value-added editorial and image content, available in three tiers, based on individual client requirements:

- **MuzeGames<sup>™</sup> Elements** – Provides essential games product data on nearly 45,000 game titles, covering the entire video game spectrum, from classic to contemporary.
- **MuzeGames<sup>™</sup> Essential** – Provides rich, in-depth editorial data on games, including news, previews and in-depth reviews, awards, hints and tricks.
- **MuzeGames<sup>™</sup> Illustrated** – Provides visuals of game products, including front and back package covers, screen shots, clips of game play, and trailers promoting games releases

Clients will be able to license MuzeGames<sup>™</sup> products individually to suit their needs, or as a bundle under a **MuzeGames<sup>™</sup> Complete** product that includes all three tiers. In addition, the MuzeGames<sup>™</sup> product line interfaces directly with other Muze products, including MuzeMusic<sup>™</sup>, MuzeBooks<sup>™</sup>, MuzeVideo<sup>™</sup> and MuzeDVD<sup>™</sup>, enabling Muze clients to take full advantage of cross-promotion opportunities between games information and related offerings contained in the Muze databases.

“Games is a growing and fast-moving market. Our clients are looking for new and improved ways to capitalize on the opportunity presented in such a market, and MuzeGames<sup>™</sup> will enable them to do just that,” said Lonnie Chenkin, Muze's executive vice president of corporate development. “By partnering with IGN, Muze is able to offer the most comprehensive suite of

games data available, and provides our clients with the flexibility to choose the data that's most important to them."

"Gamers lead digital lifestyles and they want their news, game tips, and entertainment to be comprehensive and available on-demand," said Dale Strang, executive vice president and general manager of IGN Entertainment. "Consolidating our games data and rich editorial content with Muze's sales and distribution network will enable game retailers to capitalize on the explosive market growth we're currently experiencing."

MuzeGames<sup>™</sup> data products are available in XML or ASCII formats, providing customers with a wide variety of flexible implementation options.

### **About Muze Inc.**

Muze is the leading provider of tools and media information used to connect people to art, education, and entertainment. Since 1991, Muze has provided the most comprehensive and accurate entertainment content available. In stores, at home, and on the go, Muze content drives the media experience by providing detailed information about entertainment products, turning browsers into buyers. Nearly 900 companies worldwide rely on Muze's rich entertainment content. Muze provides solutions to a vast array of markets and verticals, ranging from in-store and online retail, portals, community sites, auction sites, and consumer electronics. Clients include Yahoo!, eBay, O2 Germany, Best Buy, Overstock, Pricegrabber, Packet Video, Hot Topic, Amazon, Play.com, MSN, RealNetworks, BurnLounge, CNET, Virgin Megastores, Hastings Entertainment, Inc. and many others. Muze is based in New York City, with offices in Seattle and London. To learn more about Muze, please visit [www.muze.com](http://www.muze.com) and [www.muzeurope.com](http://www.muzeurope.com).

### **About IGN Entertainment**

IGN Entertainment, a unit of Fox Interactive Media, Inc., is a leading Internet media and services provider focused on the video game and entertainment enthusiast markets. Collectively, IGN's properties reached 35 million unique users worldwide in the month of March 2006, according to Internet audience measurement firm comScore Media Metrix. IGN's network of video game-related properties (IGN.com, GameSpy, FilePlanet, TeamXbox, Direct2Drive and others), is the web's number one video game information destination and attracts one of the largest concentrated audiences of young males on the Internet. IGN also owns and operates the popular movie-related website, Rotten Tomatoes and one of the leading male lifestyle websites, AskMen.com. In addition, IGN provides technology for online game play in video games. IGN is headquartered in the San Francisco Bay Area, with offices throughout the U.S. and in Montreal.

### **About Fox Interactive Media**

Fox Interactive Media manages the Internet assets from all News Corp. divisions, including the highly trafficked Foxsports.com, Americanidol.com and Fox.com. News Corporation has quickly ascended to the top echelon of Internet properties with the 2005 acquisitions of Intermix Media (the parent company of MySpace.com), Scout Media and IGN Entertainment.

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