

## FORMER MAINFRAME CEO RICK MISCHEL LAUNCHES VANCOUVER-BASED **REACH GAMES**, DEVELOPER AND SERVICE SUPPLIER FOR VIDEOGAME DEVELOPERS AND PUBLISHERS

*Mischel to serve as President of new venture.*

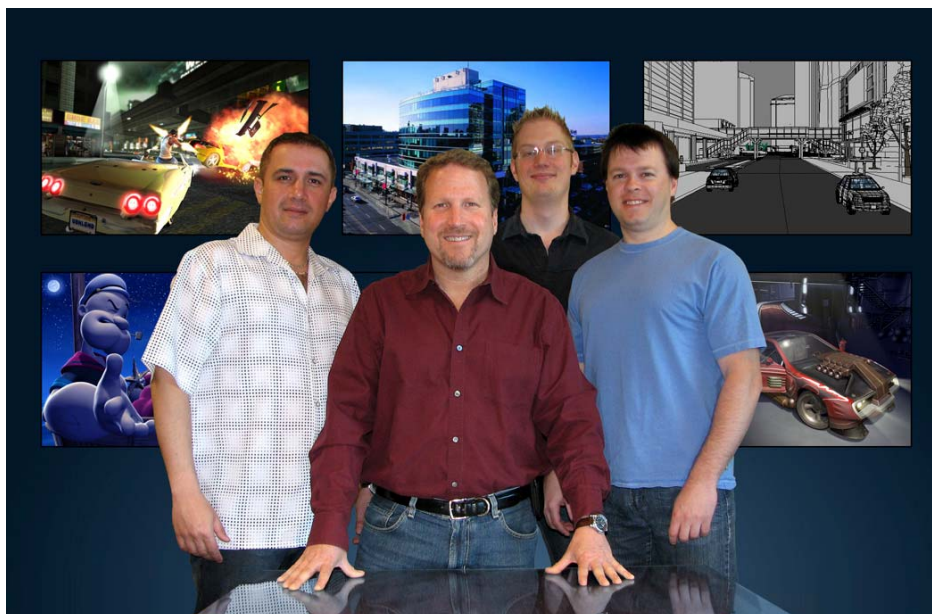
*Ali Kojori, former founder of Next Gen Entertainment, appointed General Manager.*

VANCOUVER, B.C. (May 29, 2007) – Rick Mischel, former CEO of Mainframe Entertainment, announced today that he has launched REACH GAMES ([www.reachgames.com](http://www.reachgames.com)), a new games company specializing in supplying art, design, modeling, animation and localization services to the videogame industry. REACH GAMES will be based in Vancouver, BC and plans to service other developers and publishers from around the world. REACH also will co-develop casual games and handheld games with other developers.

Joining Mischel is Ali Kojori, who created and headed Mainframe's Game Division, bringing in such clients as Electronic Arts, Rockstar, and Radical Entertainment. Kojori has a long history in the games industry, serving as Senior Producer for Ubisoft on console titles like *Heroes of the Pacific*, *187 Ride or Die*, and the PSP handheld title *Street Riders*. Kojori began his career a decade ago at Electronic Arts. He is General Manager of REACH GAMES. "After a decade at major publishers, I know their need for cost effective, high quality work. We plan to meet that need with a best practices, flexible project management approach at Reach."

Rounding out REACH's creative team is Ivan Allan and Michael Douglas. Allan, Reach's Senior Producer, has 18 years of experience in the software development and publishing industry, including 12 years at Electronic Arts on the *NBA Live* and *Need for Speed* franchises. At Nokia, Allan built their publishing business to support the N-Gage mobile game platform. Allan will be concentrating on REACH's handheld and mobile content development.

Douglas, Reach's Art Director, most recently headed up Mainframe's Creative Services Division, creating pitch materials, graphic design work, branding, motion graphics, titling and interactive design for a wide variety of clients including MTV (*2006 MTV Movie Awards*), Hothead Games, Sony Pictures Television and Mattel.



“This group has proven their ability to manage an aggressive game production pipeline, ensuring clients meet their release dates while providing the highest quality work,” said Mischel. REACH GAMES has already successfully delivered a number of individual projects encompassing a wide range of services-from game Front-End design, Intro cinematics, In-game modeling and Design, and Animation services. “We want other game developers to know there’s a reliable and cost-effective solution to their outsourcing needs right here in Vancouver,” adds Mischel.

Mischel has a history of proven start-ups, most recently restoring Mainframe Entertainment to financial health and engineering the Company’s sale to Rainmaker Entertainment. He also served as President and COO of The Harvey Entertainment Company, owner of the Harvey Comics brands like *Casper the Friendly Ghost*, and successfully led that company to a financial turnaround and eventual sale. As Chairman of the Board of New Media BC, Mischel has been intimately involved in the gaming community in British Columbia.

#### About REACH GAMES

Reach Games ensures that game publishers and developers deliver timely, high-quality products to the marketplace. With an experienced team of project managers, a flexible project management model and talent that has contributed to some of the best-selling and critically-acclaimed games of the last decade, Reach Games provides clients the highest quality work on a reliable, cost-efficient basis. Based in Vancouver, British Columbia, Reach Games has relationships with studios worldwide. In addition to providing cost-effective outsource solutions for other developers and publishers, Reach Games is co-developing several projects in the casual games and handheld markets. [www.reachgames.com](http://www.reachgames.com)

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