



FOR IMMEDIATE RELEASE

Contact: Karina Lion Jeff Young/Sara Faiola
 Park Place Productions The Bohle Company
 (619) 929-2010 x211 (310) 785-0515

INC. MAGAZINE'S ENTREPRENEUR OF THE YEAR AWARD
GOES TO PARK PLACE PRODUCTIONS EXECUTIVES

CARLSBAD, Calif. — Michael A. Knox, CEO, and Troy A. Lyndon, president of Park Place Productions, a leading developer of entertainment, productivity, simulation, and educational software, have jointly received the Entrepreneur of the Year award in the Software category from "Inc. Magazine" for the San Diego, CA region. Knox and Lyndon were chosen from a group of 70 applicants in recognition of their recent business performance and outstanding contribution to the entrepreneurial spirit.

"Mike Knox and Troy Lyndon are the type of business leaders that the Entrepreneur of the Year award was created to recognize. Their unique mix of progressive management style and creative products enables them to obtain incredible results — from both the financial and technological standpoints," said Bill Otterson, director, UCSD Connect and competition judge. "With an initial investment of only \$3,000, in four years, Park Place Productions has become a multimillion dollar company."

-more-

Knox and Lyndon started Park Place Productions in 1989 as a two-man operation with a vision to produce a variety of top quality software. Since then, Park Place Productions has become the largest independent software development firm, best known for its successful video game sports titles : "John Madden Football" and "NHL Hockey."

The Carlsbad, Calif.-based Park Place Productions has produced more than 30 software titles including "QB Club Football," "Jeopardy" and "Batman Returns."

On the heels of the company's success with video games, Knox and Lyndon created Spirit of Discovery, their own publishing arm for software on the DOS and Windows PC platform. Hit products which resulted include the renowned casino simulation game, "Beat the House," the educational title, "Body Illustrated" and the CAD productivity package, "Draft & Print."

Park Place Productions recently signed a licensing agreement with The 3DO Company, licensors of a new home CD-based entertainment system due out this fall, to publish a line of sports games under the Sports Forum label that will be distributed exclusively by Acclaim Entertainment, Inc. One game will be a three dimensional-style football game. The other will be based on Indy Car racing. Park Place Productions sponsored three Galles Racing International Indy race cars and their drivers in conjunction with promotional efforts for the May '93 Indianapolis 500.

Knox and Lyndon are dedicated to staying on the cutting-edge of software design and development. In this regard, Park Place Productions was the first company to incorporate an in-house filming studio to enhance the art and animation of their games. The company is currently forming alliances with cable and telecommunications companies for what Knox calls the "media-highway of the future."

"Our formula for success is simple — seek out top talent and promote a spirit of teamwork and innovation," says Knox.

"Our people are very important to us," says Lyndon. "They have helped our company grow to become one of our industry's most valuable development resources."

"We are constantly refining our techniques so we stay one step ahead of other software developers," noted Knox.

In the future, Park Place Productions plans to create a line of interactive movies. When fiber-optic cable networks become available, Park Place Productions will be ready to transmit its top games.

"In just a few years, consumers will download software into cable boxes that sit on your television set," added Knox. "When they do, our games will provide a whole new level of entertainment experience."

Park Place Productions designs and develops entertainment, productivity, simulation and education software for the cartridge, PC and CD formats. Founded in 1989, the company's headquarters are located at 5421 Avenida Encinas, Carlsbad, CA 92008. The company's telephone number is (619) 929-2010. The fax number is (619) 929-2020.

###