



For Immediate Release

Media Contact

Christine Chen

christine@chencommunications.com

pr@kingxstudios.com

KingX Studios Promotes Bill Erdly to Drive Technology Strategy for Social Media Game Launch

University of Washington Academician Lends Knowledge of Human, Computer and Social Interaction to Redmond Startup

February 28, 2011 (Redmond, Washington) – KingX Studios promoted Bill Erdly Ph. D. to the position of Chief Social Architect (CSA) for a new social media game launching on Facebook in Spring 2011. Formerly KingX Studios' Director of Engineering, Erdly is known in academia for his teaching and research in social computing, human-computer interaction, theory of game design, software engineering and statistics, as well as his significant work and project experience in variety of industry settings. Erdly will lead all technical aspects and project development for the new game, Odd Manor.

Erdly is an Associate Professor and Associate Director of graduate studies at the University of Washington in Bothell and will help create a truly compelling, interactive game to deliver a new level of social experiences for users. "I'm thrilled. This is a wonderful opportunity to integrate sophisticated, next-generation social activities within games – and build an environment that takes social games to the next level of fun and engagement for the players. I'm looking forward to working on this highly creative project." said Erdly.

Odd Manor is an enchanting, folkloric adventure transporting people of all ages behind the walls of an enigmatic estate to solve a mystery set in a magical garden of gnomes, faeries, charmed plants, and mystical creatures. Initially, the story will be experienced as an online social network game; other expansion opportunities are planned for late 2011.

"While we're a company with extensive game development experience, Bill is one of only a few people in the country with the experience and ability to integrate so many diverse areas of knowledge in this form of media," said John Caporale, CEO of KingX Studios. "Adding Bill's depth of knowledge and his understanding of what motivates people in an interactive social environment, combined with his passion for gaming brings Odd Manor a magic ingredient that will help us bring a brand new social experience to fruition."

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KingX Studios is a team of experienced creative and business industry experts who have worked on, and been credited with, triple AAA titles generating billions of dollars in sales in the past 20 years, including transmedia title credits such as LEGO Star Wars, Shrek 2, Half Life and Unreal. KingX Studios' leadership includes the co-founder of Nintendo Software Technology and legends of the casual games industry.

Game launch registration: <http://www.oddmanor.com>