

YoYo Games Hires video Games Industry Veteran as CTO

YoYo Games Announces a major milestone in its 2010 expansion strategy as it hires one of Britain's most experienced Video Games Professionals as CTO.

March 10th, 2010 – Dundee, Scotland – YoYo Games Ltd today announces that Russell Kay has accepted the position of Chief Technology Officer “CTO” effective immediately.

Russell Kay has been involved in the development of some of the world's best known Video Games titles, beginning in the mid 1980's with “Lemmings” which is still recognised as one of the world's most successful games.

Russell was the Founder and CEO of Visual Science Ltd. The company was best known for producing the Formula 1 racing titles for Electronic Arts, but also produced the first Grand Theft Auto game, as well as titles in the Medal of Honour series.

Most recently Russell has been working as a Senior Software Architect on, as yet unannounced projects for Real Time Worlds.

“Having such a seasoned industry professional directing the future development of Game Maker, our world leading website and helping us to get our publishing business established is a major coup for YoYo Games and our community”, commented Sandy Duncan YoYo Games' CEO, “Russell will be establishing an industry leading team to make our vision of becoming one of the world's most prolific publishers of handheld games a reality.”, he added.

“I'm delighted to be part of a unique and exciting company that intends to nourish create a new generation of games developers. This is like the upswell that created the “BritSoft” phenomenon of the 1980's, only on a Worldwide basis.”, said Russell Kay speaking at the announcement in Dundee. “There are already thousands of potential hit games being created today using Game Maker and it's our intention to further develop this unique product to provide a platform that will allow the best developers to achieve their dreams of creating great new games franchises.”

The website (www.YoYoGames.com) is dedicated to the Game Maker Community and currently has more than a Quarter of a Million registered users and is visited by a worldwide audience of more over One and a Half Million people every month, making YoYo Games the single largest community of Game Developers on the Internet.

About YoYoGames.com

YoYo Games Ltd is a UK Based Games publisher, founded by Game industry veteran, Sandy Duncan and Professor Mark Overmars of the University of Utrecht. YoYo Games launched its beta site in May 2007. and has grown to be the world's largest user generated games destination with almost 80,000 games uploaded to date.

You can visit YYG at www.YoYoGames.com

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