



## PRESS RELEASE FOR IMMEDIATE RELEASE

*Investment in the video game industry in the city of Québec*

### QUEBEC AND FRIMA STUDIO ANNOUNCE A \$2M INVESTMENT IN THE CREATION AND UPKEEP OF 348 JOBS

Québec, June 1<sup>st</sup> 2010 – Mr. Jean Charest, Premier of Quebec, Mr. Sam Hamad, Minister of Employment and Social Solidarity, Minister of Labour and Minister responsible for the Capitale-Nationale region, and Mr. Steve Couture, CEO of Frima Studio, have announced an investment of \$2M in the training of the Québec-based studio's personnel, specialized in the development of video games. Half of this sum will be invested by the Government of Quebec via Emploi-Québec and its envelope destined to large-scale economic projects.

"Quebec has become a destination of choice for many multinationals in the interactive entertainment industry. We are known around the world for our creativity and dynamism in that field. This fairly recent reality is owed to people of vision and passion; to people who get involved, and who dare take the necessary risks to build the companies that will, over the years, become symbols of pride for us all," declared Mr. Charest.



The development of a video game requires the participation of experts in various fields. To ensure coherence and cohesion within the teams of artists, game designers, interface designers, animators, programmers and testers, each employee must develop a certain level of versatility within the framework continuum, which this training plan will enable.

"The interactive entertainment technology industry plays an important role in establishing the Capitale-Nationale's unique signature of learning and creativity. The video game industry is one of the region's fields of excellence, and contributes to its positioning on the international scene. Our government is proud to endorse Frima's training plan, which will allow the creation of 147 jobs over three years and consolidate its 201 production-oriented workforce," stated Mr. Hamad.

"Frima's success rests first and foremost on its employees' know-how. Investing in training allows us to increase our level of expertise, to stand out from the crowd, and, mostly, to attract and keep new promising talents. In addition to ensuring the upkeep and creation of new jobs, and the consolidation our position as an economic lever in the region, this investment will fuel our growth and contribute to making Québec into a world leader in video games and interactive entertainment," declared Mr. Couture.

## About Frima

100% Québécois, Frima is one of the most important video game company in Canada. Created in 2003, the studio employs 250 massively creative individuals in its Québec and Matane studios. In addition to its original creations, Frima develops Web-based games, virtual worlds, Facebook games, iPhone apps, as well as games for consoles and mobile phones. Frima is proud to count amongst its clients some of the greatest names in the entertainment industry, like Nickelodeon, Electronic Arts and Warner Bros.

Photo (from left to right) : Mr. Steve Couture, CEO of Frima Studio, Mr. Jean Charest, Premier of Quebec and Mr. Sam Hamad, Minister of Employment and Social Solidarity, Minister of Labour and Minister responsible for the Capitale-Nationale region. Credit : Renaud Philippe

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