



PRESS RELEASE

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A video game company focused on its employees' family needs! Frima rewarded by the government

Quebec City, Friday 23rd, 2010 – Frima Studio, one of Canada's leading multiplatform video game developer, was rewarded by the Government of Quebec for its reconciliation of work and family life.

As the average age in the video game industry is usually low, Frima had to adapt its working conditions to fit its employees' new reality, that of young families. Frima strives to provide its employees with working conditions that facilitate the harmonization of work and family life. To this end, the company offers a wide range of initiatives designed to improve its employees' living conditions, both at home and at the office: fresh fruit every morning, massages during working hours, an advantageous group insurance program, free monthly bus passes, flexible working hours, and performance bonus that can be "cashed-in" for professional services (babysitter, painter, plumber, etc.).

"We all know video games are a demanding industry that's no stranger to frequent overtime. That's why we're proud to have come up with a balanced work-family program that reduces the need for too-long hours. As a result, we have happy, motivated employees and, consequently, a productive and successful studio," says Steve Couture, Frima's CEO.

About Frima Studio

Based in Quebec City, Frima Studio is one of Canada's top multiplatform game developers. Since 2003, the company has developed countless world-class products for the web, console, handheld, TV and mobile markets. On the leading edge of social gaming technology, our company is focused on building next-generation MMOs for children. Frima's clients include world-famous names such as Build-A-Bear Workshop, Electronic Arts, Warner Brothers and Nickelodeon. With a creative staff of over 250, Frima develops high-caliber games that are as artistically remarkable as they are technologically outstanding. frimastudio.com



Photo : Nicolas Pelletier, R&D Director, and his son Maxime at Frima's Sugar Shack activity.

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