



Tarver Games Company Backgrounder

改善

“Be ever willing to change, for if you don't, you surrender yourself and your market to those who do”

- Quote from Masaaki Ima, founder of Kaizen Japanese management philosophy

While many game publishers and developers rely on “tried and true” intellectual properties (IPs) and subsequent sequels to those games, a new IP development house is ready to bring fresh ideas to the marketplace in the form of games, movies and online entities.

The Basics

Based in Santa Monica, Tarver Games was founded in 2008 with a single mission – to become a top-notch IP design house developing quality games and applications for multiple platforms and audiences. The talented developers at Tarver Games have worked for the world's leading video game developers and publishers including EA, Activision, Blizzard, Infinity Ward and Dreamworks Interactive. The 2009 line-up includes games and applications developed for the iPhone, with future products planned for the Mac OSX and video game consoles including Sony Playstation3, Microsoft Xbox 360, Nintendo Wii and future versions of these products.

The Philosophy

Tarver Games' operations are based on the fundamentals of the *Kaizen* Japanese business management philosophy that begins and ends with continuous improvements in the company. The entire team, from the CEO to the interns, work together to make improvements that contribute to the success of the company as a whole. There are no silos at Tarver Games and no rewards for one great game – everyone benefits from the success of the products. Cross-team communication, personal discipline, quality innovation and positive morale are the foundation of *Kaizen* and encouraged of all Tarver Games employees.

Game Strategy

At the company's core is an abundance of original IPs with deeply creative storylines, gameplay and characters that appeal to multiple audiences and will be available on a number of different gaming platforms. Tarver Games is creating games for the iPhone initially, as a way to quickly enter the market and establish a brand name while building a customer base for future titles. Rather than flood the marketplace with apps, Tarver will nurture its IPs and carefully extend them into the market at an appropriate pace.

2009 Line-Up

Tarver Games is dedicated to making fun games that connect people socially and challenge players as little or as much as they desire.

The company's first iPhone game, **Cold War**, was released as a test pilot in April 2009. *Cold War* is a classic arcade-style game that utilizes the iPhone's touch screen feature. Think *Missile Command* meets *Master Mind*. The objective of the game is to destroy falling missiles by entering a four-digit code using a scroll wheel at the bottom of the screen. If the missile hits the ground, the player's cities are destroyed. *Cold War* was developed to test design concepts and submission processes for the iPhone and is currently not available in the App Store.

In October 2009, Tarver Games will introduce **Ghosts Attack**, the company's flagship IP. *Ghosts Attack* is an epic first person shooter for the iPhone and iPod Touch 2G that integrates Google Maps technology with a dynamic alternate reality gaming (ARG) experience. Explore a parallel world that was accidentally inhabited by a group of scientists forty years ago with only Google Maps as your guide. Discover the histories and mysteries of Torgan Science and fight the hostile inhabitants to salvage data recorders, equipment, drop a network of beacons and buy upgrades for your rover. *Ghosts Attack* will be available for \$4.99; a series of episodes will be released thereafter, each priced at \$.99.

In late 2009, Tarver Games will release **BrickMan**, a brick breaking game that introduces a character who is hired to break bricks in order to earn money to take his girlfriend out. He is the ball and he must break bricks with his helmet, and a trampoline is the paddle. With each level, the job becomes more and more difficult. BrickMan will be available for the iPhone and iPod Touch 2G later this year.

The Founders

President Chris Cross is a 16-year veteran in the video game industry, best known for his role as game design director of the award-winning Medal of Honor game franchise from Electronic Arts Los Angeles. The series sold more than 50 million units globally, making it the "Best Selling First Person Shooter Series" according to the Guinness Book of World Records. Since 2006, Cross has been consulting on numerous game projects in Hollywood through his work with Creative Artists Agency (CAA) and building the foundation for Tarver Games. He started his game career as a tester at Blizzard in 1994.

CEO Quinn Banks specializes in global business management and brings a unique blend of experience in Asian management practices and software implementation to Tarver Games. Most recently, Banks was president and founder of Tengu Enterprises where he consulted on large management and software implementation projects for Shell Oil Company's Accessories Division and The Walt Disney Company. Having lived in Japan for five years and having conducted extensive research in China, Banks has developed a deep understanding of Asian culture and management structures, and has established effective workflow processes and office procedures for a number of global businesses. Banks holds an MBA in International Management from Thunderbird School of Global Management. He is fluent in Japanese and also speaks Mandarin.

#

PR Contacts:

Karen Blondell (310) 922-5838 karenb@tarvergames.com	Andrea Schneider (917) 769-6060 andreas@tarvergames.com
--	---

Company Contact Information:

1025 2nd Street, Suite #12
Santa Monica, CA 90403
(310) 933-5958
Company website: www.tarvergames.com
Facebook: Tarver Game, LLC
Twitter: @tarvergames