

NICHOLAS LOVELL JOINS GAMESHADOW AS CHIEF EXECUTIVE OFFICER

Oxfordshire, 18th May, 2006: GameShadow Ltd, the company behind the games industry's most innovative automatic update and patch technology, today announces the appointment of Nicholas Lovell as Chief Executive Officer.

A well-known figure in the games sector, Lovell has, for the past three years, been Managing Director of Lodestar Partners, a corporate finance boutique focused exclusively on the computer and videogame industry.

Previously, Lovell was Chief Financial Officer of ShopSmart, a venture-backed comparison shopping engine with 60 employees. ShopSmart was sold to Barclaycard in 2001. He also spent eight years at Deutsche Bank, both in equity research and corporate finance. During his tenure as Internet equity research analyst, Deutsche Bank was ranked #1 for its understanding of the Internet economy. As a corporate financier, Nicholas focused on the media and technology sectors, with a strong emphasis on games.

Tony Treadwell, founder and COO, commented, "Nicholas has been a great believer in our business and has been very supportive as Chairman for the past three years. His decision to take up an executive role at the company is a powerful indication of the potential of our business, and we are delighted to have him on board."

Lovell comments, "The growth of digital downloads, both paid-for and free, is a huge opportunity for games companies. GameShadow is uniquely poised to maximize this opportunity, and I look forward to building on the enormous successes that Tony and the team have achieved to date."

For further information please contact:

Tony Treadwell, COO
+44 1608 643 094
tony@gameshadow.com

Nicholas Lovell, CEO
+44 1608 643094
+44 7900 691975
nicholas@gameshadow.com

Nicola Kirby,
Little Brown Dog
+44 (0) 1372 818 776
kirby@littlebrowndoggy.com

About GameShadow

GameShadow provides a free automatic videogame patch and update tools to gamers all over the world. Its core product automatically updates all of a user's games and graphics drivers, ensuring that the gamer always plays the best possible version of their games and they are getting the very best performance from the game and their hardware. GameShadow also provides subscribers with game-related content and products that are relevant to their individual game collections and their gaming interests. GameShadow currently supports over 1,500 games with content ranging from patches to demos, movies and mods, as well as paid-for content such as expansion packs, full games and merchandise.

For publishers & other partners:

As well as benefiting from reduced support costs, higher customer satisfaction and improved franchise sales, partnering with GameShadow means publishers, as well as developers and retailers, can exploit additional sales channels for their games and related content and products, and create an additional marketing showcase for new games and products in production. GameShadow's downloader offers publishers an opportunity to advertise to gamers while they are waiting for a download – a unique channel to deliver highly targeted messages to a receptive audience.

GameShadow is distributed via the Internet and can be downloaded at www.gameshadow.com. GameShadow is also bundled with ATI boxed graphics cards and Eidos's spring portfolio of games including *Commandos: Strike Force*, *Championship Manager*, *Rogue Trooper* and *Tomb Raider: Legend*.