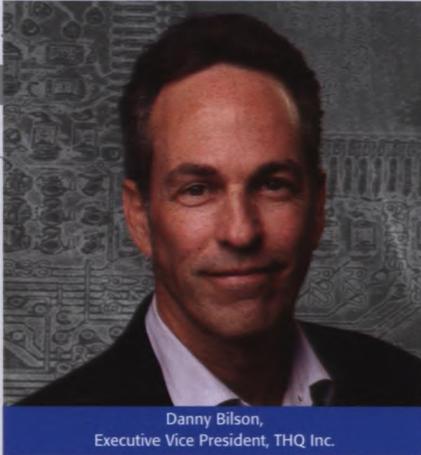
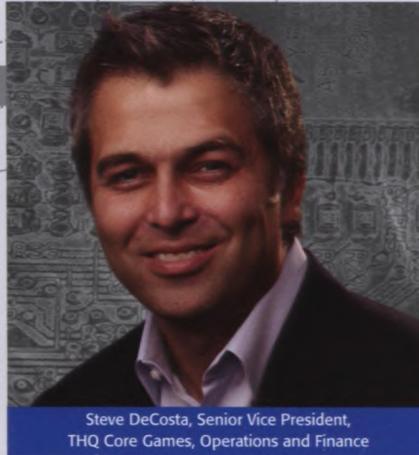


# THQ Plans New Development Studio in Montréal



Danny Bilson,  
Executive Vice President, THQ Inc.



Steve DeCosta, Senior Vice President,  
THQ Core Games, Operations and Finance

**THQ INC., A LEADING WORLDWIDE DEVELOPER AND PUBLISHER** of interactive entertainment software, has selected Montréal, Quebec as the location for a new video game development studio. THQ Montréal will be the company's second fully operational development and production studio in Canada. THQ's global system currently includes more than 1,200 people located in North America, the United Kingdom and Australia.

## Canada's thriving digital media industry

Gaming is a key component of the Canadian ICT sector, and continues to grow at a tremendous rate. With 250 companies posting a total of over \$2.2 billion in revenues in 2008, Canada is a top player in entertainment software. Government-sponsored grants and tax credits for both local and foreign companies promote an environment where innovation is readily incubated and commercialized. As well, Canada has world-renowned educational institutions, many with specific programs designed in conjunction with the games industry.

Canada's thriving digital media sector has attracted such giants as Pixar, Activision, Ubisoft and EA. THQ's arrival in Montréal adds yet another global leader, and furthers Canada's international reputation as a centre for game development. Canada recently surpassed Britain, to become the third-largest home of game developers after Japan and the U.S.

THQ expects the Montréal operation will become the largest of its suite of global studios and eventually create jobs in several disciplines, including design, engineering, art, content and technology development, quality assurance and localization.

## Montréal a key centre for game development

Montréal boasts one of the most cosmopolitan populations in the world, a highly skilled workforce, a relatively low cost of living and an exceptionally high quality of life. These attributes continue to drive growth in Montréal's games industry; the city is now one of the leading development centres in the world.

"Montréal's outstanding pool of creative digital media talent and its highly regarded university system makes this the ideal location to support our future product and technology development needs," says Steve DeCosta, Senior Vice President, THQ Core Games, Operations and Finance. "Moreover, government support, in the form of reimbursable tax credits and other incentives, enabled Montréal to stand out as the best combination of creative talent and favourable economics, of the cities we evaluated for our new studio."

"We are focused on building hit franchises and achieving efficiencies within our studio organization and THQ Montréal will play an integral role in achieving both of these objectives," says Danny Bilson, Executive Vice President, THQ Core Games. "We expect to ramp up the studio over the next several years, with our first titles targeted for release in fiscal 2013."

## Foreign investment drives growth

THQ's new studio is another key investment by a premier video game developer in Montréal's technology sector, further enhancing the city's position as a leading centre of creative talent and game design. The 21<sup>st</sup> century is a multimedia world. Canada's expertise across the entire digital media spectrum, in conjunction with business-friendly government at every level, a deep talent pool and unparalleled quality of life, ensures continued growth for the Canadian digital media industry.