



## **INSTANTACTION: LAS VEGAS-BASED COMPANY LAUNCHES REVOLUTIONARY GAMING PRODUCTS**

Louis Castle, co-founder of Electronic Arts' Westwood Studios, departed EA last year to head up revamped free-to-play games portal InstantAction.

Castle joined InstantAction as its new CEO at a time when the company is seeing significant changes with the move to new headquarters in Las Vegas. Since launching in March, 2008 InstantAction has become the leader in high-quality browser-based 3D gaming. InstantAction already has more than 50 employees in Southern Nevada and has plans to expand.

Under Castle's leadership, the company will pursue a three-pronged strategy that will encompass an expansion of the company's browser-based interactive media publishing leadership to any and all publishers on the web; an easy-to-access, direct to consumer strategy ideal for all game developers; and the launch of new Portland and Las Vegas-based studios that will leverage Castle's significant knowledge and experience in the gaming industry in the creation of innovative new Intellectual Property.

Come learn about what this software legend has planned for Instant Action and what their plans are for Las Vegas.

### **ABOUT LOUIS CASTLE**

Louis Castle is the CEO of InstantAction Holdings, which owns InstantAction.com, GarageGames and the Torque tools business. He is the co-founder of Westwood Studios and formerly served as the Vice President of Creative Development for EA's Los Angeles Campus and General Manager of Electronic Arts Blueprint Studio. As Blueprints' General Manager, Castle was responsible for the production and business strategy of all titles produced by Blueprint which included Steven Spielberg's BOOM BLOX, BOOM BLOX Bash Party and other collaborations with Spielberg and noted entertainment celebrities.

Castle was the general manager of Westwood Studios from 2000-2003 and served in creative, business and finance roles while growing Westwood from two employees in 1985 to over 250 in 2002. In his creative roles, Castle has contributed as executive producer, creative director, technical director, programmer and artist to over 100 games created by Westwood and EA over the past 24 years including best selling original franchises such as Command & Conquer, Lands of Lore, Eye of the Beholder and Steven Spielberg's BOOM BLOX as well as block buster licensed original products including The Lord of the Rings-The Battle for Middle earth II, The Lion King, Blade Runner and Monopoly.

His business positions at Westwood Studios include serving as the COO, finance officer and legal liaison between 1992 and 2000, a period in which the company negotiated 4 multinational

acquisitions. Castle is passionate about the products and the people who create them. His role as Vice President Creative Development at EALA allowed him to leverage his considerable interactive entertainment experience to add value across the spectrum of EALA's creative and business development. Louis is the second individual in his industry to have been honored with the Game Developer Associations lifetime achievement award (1999). He is currently serving on the Game Developer Conference's Advisory Board, the industry's premier annual development conference and has served in this capacity for over 13 years.

Castle is also an outside director for Shuffle Master Incorporated, a publicly traded company (SHFL) and serves on the audit, compensation and governance committees.

For the 2008 fall semester, Castle was as an adjunct professor teaching game design at the University of Southern California's School of Cinematic Arts.

Louis has dedicated a good deal of his time and resources to local Philanthropy over the years. He is a trustee for The Meadows School, served as its treasurer for 4 years, served 7 years on the board of KNPR, Las Vegas' public radio station, two years as its chairman, has served on the advisory boards for the UNLV Arts Council, The Andre Agassi foundation, The Nevada Ballet Theatre, The Las Vegas Springs Preserve and the Make a Wish foundation and currently serves on the board of the local food bank, Three Square. Louis contributes generously to other cultural services such as The Las Vegas Philharmonic and the UNLV performing arts center and has personally funded an endowed full scholarship for UNLV's visual arts. He has been honored with the Governor's patron of the arts award, the Association for Fundraising Professionals outstanding philanthropist of the year award and the Nevada Ballet Theatre's Above and Beyond Award.

Through Westwood Studios Louis has contributed a visualization lab to the UNLV School of Architecture and a cutting edge motion capture system to the school of medicine for prosthetic research, in addition to countless contributions to the community in the form of sports team sponsorships and the underwriting of community events.

Louis has also dedicated time to encouraging the entrepreneurial growth in Las Vegas. He served on the board of the Center for Entrepreneurship & Technology, at the invitation of the Lieutenant Governor, the executive committee of the Nevada Development Authority, the advisory board of Irwin Union Bank, has been inducted into the Technology Business Alliance of Nevada hall of fame, honored by the Chamber of Commerce as a "Top 40 under 40" twice and received a Governor's award as outstanding Entrepreneur of the year.

## ENTREPRENEUR'S GRILLE

Fee: \$65 for TBAN members and \$95 for non-members and includes registration for the TBAN luncheon that day.

TBAN and the Vegas Valley Angels are hosting the Entrepreneur's Grille before the September TBAN luncheon.

Each Entrepreneur's Grille competition consists of two to five entrepreneurs giving their two-minute elevator pitches to a panel of investors and other members of Nevada's entrepreneurial community. Pitches are judged on the quality of the CEO's presentation and the company's investment potential.

The winner will be announced during the TBAN luncheon and will receive a prize for consulting services and other benefits.