

FOR IMMEDIATE RELEASE

XBOX 360™ VIDEOGAME PRODUCER ADRIAN CROOK NAMED AS A FINALIST IN THE SIXTH ANNUAL CANADIAN NEW MEDIA AWARDS
The industry's most prominent advocates and entrepreneurs to be awarded on May 29th in Toronto, Canada.

Vancouver, BC (PRWEB) April 19, 2006 – Adrian Crook, the producer of the innovative Xbox 360™ videogame, The Outfit™, has been recognized as one of Canada's new media leaders. Adrian Crook is one of three finalists named in the "Producer of the Year" category of the 2006 Canadian New Media Awards (CNMA). Celebrity host, **Alan Park** from the Royal Canadian Air Farce will be joined by industry supporters on May 29th, 2006 to celebrate and present Awards at The Carlu in Toronto.

"I am very proud to be a finalist," says Crook, producer of the Xbox 360™ videogame, The Outfit™. "This is a very important event, bringing national attention to highlight the best and brightest who are driving Canada's dynamic new media industry."

"I am thrilled that our 6th year anniversary can profile such an incredible display of talent," said Adam Froman, Executive Producer of CNMA and Delvinia. "With 15 awards being given, this will bring the promotion of Canadian interactive products and talent to a new level of recognition".

Hailing from almost every province in Canada, finalists include companies and individuals accomplished in the digital interactive media space. Finalists represent a wide range of government, private and public organizations from every facet of the new media industry including programmers, designers, educators and advocates.

Of the 43 finalists, 19 are from Ontario, 12 are from B.C., 3 are from Quebec, 7 from Alberta, 1 from Saskatchewan and 1 from Nova Scotia. More information about the 2006 finalists can be found on: cnma.ca/index_e/06finalists.html.

Tickets and registration to the event are available online at www.cnma.ca.

About Adrian Crook:

Adrian Crook, Producer of Triple-A videogames, lives in Vancouver, BC with his wife Lara. During his 11 year career, Adrian has produced more than a dozen products across numerous platforms, ranging from Sega Genesis™ and SNES™ to PlayStation™, PS2™, PC, Web and Xbox 360™. Most recently, Adrian produced The Outfit™ with Relic Entertainment, the company's first console

product and parent company THQ's first Xbox 360™ product. For more information, visit www.adriancrook.com.

About the Canadian New Media Awards (CNMA):

The Canadian New Media Awards are presented in partnership with the Department of Canadian Heritage, Telefilm Canada, CBC.ca and Delvinia. Produced by CANEMA, the Awards recognize and celebrate the accomplishments of individuals and companies in the Canadian new media industry. The Awards also help promote the new media sector and provide inspiration for those preparing to enter the industry. For more information, visit www.cnma.ca.

For further information, please contact:

Adrian Crook
Phone: 778.772.9958
Email: adrian@adriancrook.com

For further information, please contact:

Tannis Wengel, Producer, Canadian New Media Awards
Direct line: 416.760.6800
Email: info@cnma.ca