



# NEWS RELEASE

**Contacts:** Judy Iannaccone (RSCCD)  
(714) 480-7503  
iannaccone\_judy@rsccd.edu

January 22, 2009  
**FOR IMMEDIATE RELEASE**

Mika Kelly (True Games)  
(408) 693-0176  
[mika@clevercomm.com](mailto:mika@clevercomm.com)

## **Digital Media Center Incubator Celebrates First Graduate**

### ***Global Online Game Publisher True Games Interactive Moves to New Headquarters***

(Santa Ana)—Administrators at Rancho Santiago Community College District’s Digital Media Center (DMC) Business Incubator are planning a graduation party for a one-year-old. The gathering will honor the first company to successfully participate in and graduate from the incubator to pursue its business independently.

True Games Interactive ([www.truegamesinteractive.com](http://www.truegamesinteractive.com)), having become a resident of the incubator just over a year ago, has moved to a new, larger location in Irvine. At a time when many companies are struggling or laying off employees, True Games, an international multi-player online game publisher, has gone from a staff of two founders to 12 full-time employees. By the end of the year, CEO Bob Drobish anticipates that number to more than double.

“The news that True Games had outgrown the DMC Incubator was music to my ears,” said Gus Chamorro, interim director of the DMC. “We are here to support emerging digital companies so that they can focus on innovation and not on the more mundane business needs. True Games is a prime example of how the DMC works.”

Established in August 2006, the DMC Business Incubator offers a dynamic workspace for 10 to 12 emerging digital media companies accompanied by an array of business support services, including competitive lease rates, a high-speed network infrastructure, free one-one business consulting, access to venture capital groups, and on-site educational opportunities.

“The DMC’s support really helped us get off the ground and take our business to the next level,” said Drobish. “The incubator and DMC facilities provided us full-service facilities from day one and allowed us to expand incrementally with our needs.”

The DMC incubator, a member of the National Business Incubation Association (NBIA),

- m o r e -

2-2-2

was the first to open in Orange County since the dot-com crash and the first to specialize in technology. According to the NBIA, as of 2006 there were over 1,400 incubators in North America, up from only 12 in 1980. There are about 7,000 business incubators worldwide. Approximately 20 percent of North American business incubators are sponsored by academic institutions.

Uniquely hosted by a community college district, the DMC affords businesses a close connection with the Santa Ana College's educational programs in digital media arts, television and video, business, and digital music. Resident companies often utilize student talent and insights to assist their burgeoning enterprises.

"The opportunity to work with the students was also a tremendous advantage to True Games," continued Drobish. "Santa Ana College digital arts students assisted us with multiple focus groups, corporate naming, logo design and collateral materials."

True Game's business model is based on "micro transactions" where games are free to download and play and players can purchase items along the way such as weapons or access to other areas in the game if they choose to. With the company's funding by global media and entertainment company UTV in 2008, the company is poised for the 2009 launch of their first two games.

The graduation celebration is planned for Thursday, January 29 at 10:00 a.m. at the DMC Business Incubator, 1300 S. Bristol in Santa Ana. For more information, call (714) 241-5836 or visit [www.dmc-works.com](http://www.dmc-works.com).

#### **About the Digital Media Center**

*The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.*

#### **About True Games Interactive**

*Based in Orange County, California, True Games Interactive is an international multi-player online game publisher. It was founded by a core team of MMO industry veterans with extensive experience in publishing and operating online games. True Games brings new and innovative development ideas online, delivers them with a state-of-the-art game platform, and leverages micro-transaction revenue models. They are working with world-class publishers to license existing online titles and world-class developers, including Petroglyph, to create games exclusively for online play. UTV Software Communications Ltd (UTV), India's first integrated global media and entertainment company, holds a strategic stake in True Games Interactive. UTV is India's only diversified media and entertainment company with content creation abilities across platforms and genres.*

###