

## **CRI Middleware, Inc. Announces CRI Movie 2.0**

*New release with faster encoder and more flexibility*

San Francisco, CA – March 19, 2009 CRI Middleware, Inc., a subsidiary of CRI Middleware, Co., Ltd., announces a key update to its flagship movie player, CRI Movie™.

CRI Movie builds on over ten years of research and development providing movie tools for games. “We’ve spoken to hundreds of game developers over the years and synthesized much of their feedback into CRI Movie 2.0” explains CRI Middleware, Inc. President, David J. Rudolph.

Built to work seamlessly with next-generation game architectures, CRI Movie 2.0 allows game developers to plug and play their own audio engine, streaming toolkit, and memory management solutions into CRI Movie 2.0. According to David Rudolph, “It’s about giving developers the flexibility they need to build great products.”

CRI Movie 2.0 is a best-of-breed movie playback solution for games, supporting new features including seeking, cue-points, improved alpha channel support and up to ten times faster encoding speed.

“Quality, performance and workflow are key to our customers,” said Brendan Iribe, president and CEO of Scaleform Corporation. “That’s why we selected CRI Movie as the exclusive movie player for Scaleform’s GfX™ 3.0 release.”

Iribe continues, “With Scaleform Video™, powered by CRI Movie 2.0, customers will have a unified Adobe Flash workflow for building interfaces, coupled with the quality and speed of CRI Movie 2.0. It’s a must have for developers and publishers who want to optimize their production process and differentiate their games in the marketplace.”

CRI Movie supports all major gaming platforms including the “PLAYSTATION®3”(PS3™), Xbox 360®, Wii™ and PC.

About CRI Middleware Co., Ltd.

CRI Middleware Inc. is a wholly owned subsidiary of CRI Middleware Co., Ltd. CRI Middleware Co., Ltd. is the number one Japanese game middleware company, providing industry-leading middleware tools and technologies to game developers and publishers. CRI Middleware has shipped successfully in over 1800 titles from dozens of game publishers around the world. CRI Middleware, Inc., is located in San Francisco, California; CRI Middleware Co., Ltd., is based in Tokyo, Japan.

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