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**ICEJAM™ MOMENTUM BUILDS AS INDUSTRY LEADERS JOIN ADVISORY BOARD
Further Validates Playable Data™ Impact on F2P Market**

CHARLOTTETOWN, PEI, CANADA, October 1, 2015 – icejam, a mobile games company at the forefront of using big data to transform the mobile games experience, today announced the addition of four new members to its advisory board: Marc Alloul, Andrew Ayre, Neil Haldar and Damir Slogar, who join existing advisors Michael Chang and Matt Gillis. All six senior executives bring a track record of innovation and entrepreneurial success within the mobile games industry to icejam, as well as the ability to offer critical guidance to the fast-growing company.

The addition of these advisors further validates and supports the momentum growing behind icejam’s Playable Data™ Platform, and its ability to create world-class mobile content. Incorporating real-time global, local and personal streams of big data into mobile gameplay will provide players with a great new experience in a constantly changing, context-aware game environment.

The newly expanded advisory board now includes:

- Michael Chang is SVP Corporate Development for NCSoft West. He previously led Electronic Arts’ investment and acquisition activity in F2P mobile and PC gaming, including the acquisitions of Bight Games, developer of *The Simpsons: Tapped Out* – EA’s most successful F2P mobile game to date; KlickNation, developers of *Heroes of Dragon Age* and *Star Wars Galaxy of Heroes*; and ESN, developers of the “Battlelog” for the *Battlefield* franchise.
- Matt Gillis is President of Millennial Media’s Platform business and a mobile industry veteran with more than 15 years’ experience with wireless software and content. He led boutique mobile games publisher, Cosmic Infinity, to their acquisition by Japanese mobile gaming giant, Capcom.
- Marc Alloul, Managing Partner at W2/W3 Investments Inc., is a veteran in the mobile entertainment industry and brings extensive experience in large publicly traded as well as smaller, private equity funded companies. As an active member of the management team, he instrumented the sale of Bight Games to Electronic Arts; Mobitween to Zed Group, and Airborne Entertainment to Cybird.

- Andrew Ayre is a serial entrepreneur and Founder and CEO of Other Ocean Group, an award-winning, multi-platform, interactive entertainment publisher that also operates a quality assurance studio for the industry's most established publishers.
- Neil Haldar is an experienced gaming executive and former Vice President, Business Development at GREE International -- a global leader in building engaging, free-to-play social mobile games whose revenue for CY2014 exceeded \$1 billion.
- Damir Slogar, Founder and President of Big Blue Bubble, offers extensive experience in developing award-winning games across a multitude of gaming platforms. His company, Big Blue Bubble is the largest independent mobile games company in Canada, and was recently ranked 116th on the 27th annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies.

Stuart Duncan, Founder & CEO of icejam, states: "We are pleased to add such respected leaders within the mobile games industry to our advisory board and we're excited by their enthusiasm around the long-term vision and the potential of our Playable Data Platform."

About icejam

icejam™ was founded by serial entrepreneur and 3D and F2P mobile games pioneer Stuart Duncan with the mission to create better mobile games using the vast landscape of big data. Established in 2014, icejam is located in Charlottetown PEI, and is poised for a breakthrough in the rapidly growing \$45B global mobile games market. Stuart Duncan, founder of Bight Games, has brought multiple top-grossing, free-to-play mobile games to market, including *The Simpsons: Tapped Out* and *Trade Nations*, generating multiple multi-million dollar revenue streams and the sale of Bight Games to EA Mobile.

icejam is about to deliver a transformative next step in mobile games and gamer engagement that offers the potential for tremendous growth.

More information can be found online at www.icejam.com or follow them on Twitter ([@icejamgames](https://twitter.com/icejamgames)), [Facebook](https://www.facebook.com/icejamgames), Instagram and [LinkedIn](https://www.linkedin.com/company/icejam).

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