



**FOR IMMEDIATE RELEASE**

**ALLIANCE OF PROFESSIONAL GAME INDUSTRY RECRUITERS  
ANNOUNCE THE FORMATION OF PEER  
(PROFESSIONAL ELECTRONIC ENTERTAINMENT RECRUITERS)**

*New interactive entertainment industry trade association created to promote recruiting professionalism and performance*

**La Mesa, CA - February 9, 2006** – An alliance of the interactive entertainment industry's leading recruitment firms today announced the formation of PEER (Professional Electronic Entertainment Recruiters), a trade association created to establish and maintain ethical work standards and optimum recruiting service for game industry developers, publishers, and related industry companies.

PEER launches with eight charter members: Digital Artist Management, Entertainment Technology Source, Exclaim Recruiting Agency, GameRecruiter.com, International Search Partners, Mary-Margaret.com, Premier Search, and Prime Candidate, Inc.

PEER members are comprised of interactive entertainment recruiting veterans who have worked in the industry since the formative years and have helped staff the teams who make the blockbuster games.

"As the first association of professional recruiters in the interactive entertainment industry, PEER was formed to reaffirm the high ground for ethical standards and quality performance," said PEER's inaugural president, David Musgrove of International Search Partners. "We are an alliance of those who lead the profession, and encourage others to be accountable for their conduct and efficacy."

In a climate of rapid growth, rising development costs, and increasing employee "quality of life" concerns, more than ever, recruiters play a vital role as the essential conduit between qualified candidates and quality and budget-conscious clients. As an integral part of the industry, PEER will work to not only further professionalism and performance by its members, but will also provide its members with a representative voice.

"Our business is maintaining dynamic relationships between employers and top industry talent who have relied on us for years for unbiased access to the best opportunities the market has to offer, and for timely business introductions on their behalf to the right

companies," said Musgrove. "Internal recruiting departments aren't set up to do that. We do it every day and now, as PEER, we aim to do it better."

For more information on PEER, its tenets and goals, visit [www.PEER-org.com](http://www.PEER-org.com).

**PRESS CONTACT FOR PEER:**

Beverly Cambron

Rocco Media LLC

PR & Marketing

bcambron @ roccomedia dot com

214 284 4100