



## Press Release

### FOR IMMEDIATE RELEASE

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### **ZeniMax Online Studios adds Fork Particle real time Particle Effects technology for upcoming MMO title**

San Francisco, California, March 12, 2010 – Game developer, ZeniMax Online Studios creators of world class massively multi-player online games, part of the ZeniMax Media group of companies, today announced their Fork Particle SDK particle effects middleware license to power the development of an upcoming MMO title.

Matt Firor, President ZeniMax Online Studios, emphasized the role of great particle effects in video games and the basis for selection of Fork Particle's technology, "Spectacular effects bring out the best in game graphics. Fork Particle is robust and feature rich. It has enabled us to make advanced special effects easily and save time with fast iterations. Our experience with Fork's particle system SDK and support has been good. We look forward to a long and durable relationship."

Fork Particle SDK streamlines advanced particle effects production and simulates real-time effects in-game. The user-friendly editor interface and live update reduces iteration time to give artists the freedom to create their best quality effects content. Fork Particle's real time technology integrates easily with in-house and commercial game engines allowing programmers to forgo technology considerations and utilize their time to bring out the impact they need from particle effects in graphics realism and game-play.

Founder and CEO of Fork Particle, Inc., Noor Khawaja, appreciated the alliance with ZeniMax Online. "We are honoured to have prestigious company such as ZeniMax choose Fork Particle technology. This is a serious endorsement." He appreciated the work that the ZeniMax development team were doing and expressed his commitment to raise the bar for particle effects technology in video games.

#### About ZeniMax Online Studios

ZeniMax Online Studios, part of the ZeniMax Media Inc. family of companies, is a premier developer and worldwide publisher of interactive entertainment software currently working on an unannounced MMOG title from its headquarters in Hunt Valley, MD. ZeniMax is a trademark or registered trademark of ZeniMax Media Inc. in the U.S. and/or in other countries. For more information on ZeniMax Online Studios, visit [www.zenimaxonline.com](http://www.zenimaxonline.com)

#### About Fork Particle

Fork Particle is the leading tools and middleware provider of advanced real-time visual effects simulation software development studios and authoring solutions to video games and virtual simulator software developers. The Fork Particle solution streamlines the effects production pipeline and enables developers to create next generation visual effects to enhance the graphics quality of their products. The Fork Particle technology is licensed by Microsoft, THQ, Turbine, other major game developers. Visit our website [www.forkparticle.com](http://www.forkparticle.com)

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