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### **Serious Games Winners Announced**

**December 8, 2010. Orlando, Fla.** – The Serious Games Showcase & Challenge winners were announced at an award ceremony the final day of the Interservice/Industry Training, Simulation and Education Conference (I/ITSEC). Four teams emerged as winners from I/ITSEC 2010 SG&SC. Muzzy Lane won in the Business category with its Marketing 101 - The Principles of Marketing game. Energize by FIEA (Florida Interactive Entertainment Academy at the University of Central Florida) was the student category winner. NASA topped the government games with its Moonbase Alpha game. And lastly, the I/ITSEC conference attendees selected Boarders Ahoy! The Maritime Interdiction Game from NATO Allied Command Transformation for the "People's Choice Award".

The Serious Games Showcase & Challenge has become an I/ITSEC favorite over the last five years. According to I/ITSEC lead Service Executive, USAF Col. Jack Franz, the challenge experienced a 30% growth this year and included a very select group of national and international submissions. "The Nation needs fresh ideas, innovation and technology," he said. The SG&C helps promote organizations and individuals in that quest.

Rear Admiral (Ret) and NTSA President, Fred Lewis, said I/ITSEC 2010 and this year's Challenge has proven to be the best ever, and the quality of games submissions continues to improve every year. He thanked the SGS&C organizing committee and specifically named Kent Gritton from Team Orlando (JTIEC); Juliana Slye, GovBizResults; I/ITSEC 2010 Program Chair Amy Motko, Carley Corp.; and Brent Smith, Engineering & Computer Simulations.

This year's challenge was enhanced by the addition of sponsors who also participated in the award ceremony. One lucky I/ITSEC attendee who visited the SGS&C booth won a Kindle for participating in SponsorQuest, and the recipients of the student category received a fully loaded HP Z400 work station and Adobe's Creation Suite 5 master collections.

Congratulations to the 2010 SGS&C Industry and Government Co-Leads, Matt Spruill, Engineering & Computer Simulations, and Joshua Looper, USAF, respectively.

#### About Team Orlando

Team Orlando is Central Florida's unique military alliance with academia and others that began over twenty-five years ago with one goal in mind: to improve human performance through simulation. Today over 2,500 government, academic and industry professionals are part of Team Orlando.

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