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**Game Audio Production Company Formed by Collaborative Seattle and San Francisco Bay Area-Based Audio Professionals: Game Audio Alliance**

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The Game Audio Alliance (GAA) was created to address the lack of variety, quality and artistry for the art form of game audio as well as address pricing standards. The following forces have come together to make GAA possible and provide a viable, professional alternative for game audio: Barry Dowsett and Kevin Tone of Soundrangers, Greg Rahn of SoundMindz, Jesse Holt, and Aaron Walz of Walz Music.

The Game Audio Alliance will be orchestrating the Audio Track at the premier Gamesauce Conference on Monday, July 19<sup>th</sup>. The presentations of the track will take place in the Soundbridge Room of Benaroya Hall from 1-6pm.

The members of GAA have enjoyed a successful relationship together since the very first Casual Connect audio track in Amsterdam. Since then, they have each contributed in writing and delivering presentations and event organization.

Each GAA team member has been actively and passionately working in the game industry for over 10 years. GAA provides all types of game audio services (composition, sound effects, voice over) encompassing the wide range of platforms available to the developer today, including casual, social, handheld, downloadable, Wii, 360, PS3, mobile and more.

Having a successful working relationship with clients such as GameHouse, EA/POGO, Zynga, Playdom, Playrix, PopCap, IWin, Cartoon Network, Nickelodeon and Disney, work created by the GAA is enjoyed by millions of users each month.

The Game Audio Alliance will have a booth in the Bronze Section of the Casual Connect conference in 2010. You are invited to visit the booth, watch demos and find out more about their services, experience and vision.

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