



Brave Dog
Games

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BraveDog Games Announces \$15 Million Dollar State-Of-The Art Innovation Center With LeMoyne-Owen College Community Development Corporation

Memphis, Tenn. (Mar. 6, 2019). BraveDog® Games as a part of the company's strategic business unit gaming expansion has granted the Lemoyne-Owen College Community Development Corporation (LOC CDC) one of its North American franchise licenses to construct and establish the BraveDog® Video Gaming Innovation Center (BDIC). This announcement supports the \$100 million dollar growth and expansion that was announced by the company in the fall of 2018.

Dustin Mack, chief executive officer of BraveDog® Games and co-founder of BraveDog Games Innovation Center, stated, "We as a company are ecstatic about this partnership and we applaud executive director, Jeffrey Higgs, and LOC CDC for the amazing work that they do within the community. With our mission of providing underrepresented communities with access to the video game industry in focus, we envision LOC CDC and the greater Memphis area becoming a catalyst for innovation within the video games and eSports industries and as a company and all of our partners are fully committed to this initiative."

The U.S. video game industry tops over \$43.8 billion in revenue, employs more than 220,000 people and creates high-paying jobs and generates revenue across communities. According to the Entertainment Software Association (ESA), "employment in the video game industry created an average compensation of \$97,000 per year in 2015 and has grown 2.9 percent, which has doubled the average U.S. job market." In fact, the Fortnite video game generated over \$2 billion dollars in sales in 2018.

The BDIC will be housed in nearly 2,000 square feet of space and is expected to have an estimated \$15 million dollar economic impact in the South Memphis and Downtown areas. The BDIC will feature the following: a premium video game lounge, state-of-the art eSports arena, eSports academy, merchandise retail store, student video game development training facility, private investors ideation pitch room, entrepreneurial training center, workspace and a financial literacy center.



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Isiah Reese, co-founder of BraveDog® Games Innovation Center and corporate board of director member stated, "We were so excited to award this franchise to Higgs and his team. It is no secret that technology has been transforming many different industries. Today's economy demands a workforce that has creative and innovative risk-takers and critical thinkers in the 21st century. To foster growth in urban communities, we must invest in them. Thus, establishing a BDIC in the South Memphis location now, is the right thing to do, as we look ahead at other proposed investment dollars forthcoming to the area. And by doing this effort, the outcome increases economic growth, and new employment opportunities."

Higgs said, "I am excited about the partnership with Reese and Mack. The innovation center will strengthen the South Memphis community and increase economic development opportunities for the next generation of gamers, who create their own video games. This will impact future generations with the royalties from game creations and lay a foundation to create generational wealth."

About LeMoyne-Owen College Community Development Corporation

LOC CDC Global Center For Excellence Institute (loccdc.aperionglobalinstitute.com/)

To raise the economic and educational levels of those that live and work in the LeMoyne-Owen College Community to foster and sustain a community process that will 1) eliminate racial tension, prejudice and discrimination; 2) lesson sickness, poverty and crime; and 3) expand education, recreation, housing and economic opportunities in the LeMoyne-Owen College Community.

About BraveDog Games

BraveDog® Games is a leading video game development studio comprised of industry leading: game developers, marketers, and executive talent. BraveDog's team is credited in the development and launching of some of the most successful video game franchises to date including: Call of Duty, Fortnite, NBA 2K Series, NFL Madden Series, Grand Theft Auto, Overwatch, and the Uncharted Series, among many others.

BraveDog's core focus is on bringing together storytellers from racially diverse backgrounds to develop high-quality video games that accurately and authentically reflect the cultural values and cultural identities of the communities in which these diverse storytellers originate while maintaining the mass market appeal.

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