

Tween ages™ Ages 8-12

Summer 2006



enjoy the journey!™

Video Game Revolution

With 50 percent of all Americans playing computer or video games, and a new record high of video game sales in 2005 — reaching more than \$10.5 billion — wouldn't it be wonderful if parents could simply make a beeline to a family-friendly section of video and computer games at their favorite retailer?

If things go as planned for Christian computer game developers such as Digital Praise, N'Lightning, Brethren Entertainment and Covenant Studios, parents may get their wish.

"The more titles we get and the more successes we have, the more it's being recognized as a category that people want to buy," says Bill Bean, vice president of marketing for Digital Praise.

Developers know that kids want fun

and top-notch quality games, while parents want games that are positive and appropriate. Digital Praise president Tom Bean says, "We're not trying to make games that are as good as the other guys'. We're trying to make great games."

Digital Praise and similar companies have hired the best in the computer gaming business, including former employees of LeapFrog, Nintendo and the Learning Company. Digital Praise has also joined with Focus on the Family to create three Adventures in Odyssey interactive CD-Rom games for play on PCs and Macintosh computers.

To request an Adventures in Odyssey CD-Rom game, go to focusonyourchild.com/resources. Find other fun Digital Praise titles at digitalpraise.com