

# Press Releases

## O'Melveny Represents What They Like in its Acquisition by IGN

September 24, 2009



---

### RELATED PROFESSIONALS

#### **Warren T. Lazarow**

Silicon Valley  
D: +1-650-473-2637

FOR IMMEDIATE RELEASE Contact:

Andrea Rodeschini  
O'Melveny & Myers LLP  
212.326.2251  
[arodeschini@omm.com](mailto:arodeschini@omm.com)

Piper Hall O'Melveny & Myers LLP  
202.220.5022  
[phall@omm.com](mailto:phall@omm.com)

**SILICON VALLEY, CA – SEPTEMBER 24, 2009** – O'Melveny & Myers LLP represented What They Like, Inc. an award-winning online company empowering parents with objective information resources to help them better understand the various forms of popular entertainment that engage their children, in its recently closed acquisition by IGN, an affiliate of News Corp.

Ira Becker, CEO of What They Like, Inc. notes, "We're extremely grateful to Jennifer DePalma and her team at O'Melveny for their guidance and counsel on all of our strategic and legal matters from inception and funding of the company through a transaction with Fox Interactive Media."

The deal team was led by partner **Warren Lazarow** and counsel **Jennifer DePalma**.

#### **About O'Melveny & Myers LLP**

With approximately 1,000 lawyers in 14 offices worldwide, O'Melveny & Myers LLP helps industry leaders across a broad array of sectors manage the complex challenges of succeeding in the global economy. We are a values-driven law firm, guided by the principles of excellence, leadership, and citizenship. Our commitment to these values is reflected in our dedication to improving access to justice through pro bono work and championing initiatives that increase the diversity of the legal profession. For more information, please visit [www.omm.com](http://www.omm.com)

The following press release was recently distributed by IGN Entertainment:

**IGN Adds 'What They Play' to Network of Videogame Media Properties**

*Acquisition will broaden IGN's demographic and provide a valuable resource for its growing consumer base.*

**September 23, 2009** - IGN Entertainment, the leading online videogames media outlet, is pleased to announce the addition of What They Play ([www.whattheyplay.com](http://www.whattheyplay.com)) to IGN's established network of videogames properties.

Widely recognized as the web's leading destination for parents and families seeking content about interactive entertainment, What They Play fills an important niche in the videogames space. Its acquisition will broaden IGN's demographic and provide a valuable resource for its growing consumer base.

"As videogames become a mainstream form of entertainment, offering insight about game content that helps parents make informed decisions about what games are appropriate will be a useful service. We are excited to welcome What They Play into the IGN fold." said Peer Schneider, Publisher and SVP of Content for IGN Entertainment.

Launched in November 2007 by entertainment and media industry veterans Ira Becker and John Davison as the "family guide to video games," What They Play has been widely regarded as the go-to resource for parents seeking videogame information. The company has received national press attention from The Today Show, Los Angeles Times, The New York Times, Newsweek, CNN, The CBS Early Show, Reuters, the Associated Press, NPR and USA Today; and it received a gold Parent's Choice Award in 2009.

"This project has been a labor of love for us, and we are immensely proud to see the brand we created together two years ago become part of the IGN Entertainment network," said John Davison, President of What They Play. "As gaming continues to expand into new markets with next generation platforms, immersive online gaming experiences and ever more impressive iPhone titles, this will allow the site to reach even more parents and families in need of this information."

What They Play was the first product launched by Becker & Davison's company, What They Like, Inc., which offers resources that give parents unparalleled insight and guidance about the various forms of popular entertainment that engage youths. It marks the latest site to join IGN's established network of videogame properties – including IGN.com, GameSpy, FilePlanet, TeamXbox, Direct2Drive and others –

which currently attract one of the largest concentrated audiences of young males on the Internet. With the addition of What They Play, IGN will now be able to continue to help these men as they become fathers looking to make informed buying decisions for their kids.

#### About IGN Entertainment

IGN Entertainment, a unit of Fox Interactive Media, Inc., is a leading Internet media and services provider focused on the videogame and entertainment enthusiast markets. Collectively, IGN's properties reached more than 34.5 million unique users worldwide in the month of June 2009, according to Internet audience measurement firm comScore Media Metrix. IGN's network of videogame-related properties (IGN.com, GameSpy, FilePlanet, TeamXbox, Direct2Drive and others) is one of the Web's leading videogame information destinations. IGN also owns and operates the popular movie-related website, Rotten Tomatoes and one of the leading male lifestyle Websites, AskMen.com. In addition, IGN provides technology for online game play in videogames. IGN is headquartered in the San Francisco Bay Area, with offices across North America, Europe and Australia.