



UNHCR voluntarily registers *Against all Odds* with PEGI Online

Game that highlights plight of world's refugees is positive example of care and protection of minors

Brussels, Belgium – June 30, 2008 – The Interactive Software Federation of Europe (ISFE) announced today the PEGI Online registration for “Against all Odds”, a videogame created by the Office of the United Nations High Commissioner for Refugees (UNHCR). The game, which increases students’ awareness and knowledge about the plight of the world’s refugees, has been given a 7+ rating and is available for download free at www.playagainstallodds.com

Against all Odds puts players in a variety of refugee situations. They must first overcome obstacles in leaving their homes in search of safety and assistance. In exile, they must cope with the difficulties of starting at a new school, not knowing the language and making new friends. They also experience what refugees go through when facing discrimination on the streets, applying for a job and generally starting a new life.

“Against all Odds has proved a very popular online game ever since its launch in 2005,” comments Peter Kessler, UNHCR spokesman in London. “Hundreds of thousands of kids learned about the life of refugees by playing this game. Given its popularity, we wanted to make sure that very young children are not exposed to unsuitable content, even though the game is primarily educational and not available for sale. In addition to the PEGI Online logo we display the 7+ rating on the game website,” Kessler declares.

Commitment to PEGI Online code of conduct

“The registration of Against all Odds by UNHCR is great news for us,” says Patrice Chazerand, Secretary General of ISFE. “The game is a wonderful example of how the unparalleled ability of videogames to elicit undivided engagement and to foster the acquisition of knowledge through active involvement can be used for educational purposes on a European wide level. We are therefore delighted that UNHCR has voluntarily registered with PEGI Online, demonstrating its commitment to our Code of Conduct for online game providers. I believe this decision sets a positive example for many other providers of online videogames who care about protecting minors and promoting human rights, but have yet to join PEGI Online”.

PEGI Online, initiated about a year ago by ISFE, is the extension of PEGI, the Pan European Game Information System. Currently used in about 25 countries in Europe and beyond, PEGI protects minors against unsuitable content by helping parents to make informed buying decisions.

Companies that register with PEGI Online (see www.pegionline.eu) commit themselves to offer only games duly classified by established European rating agencies, to ban inappropriate material from their online gaming sites, to ensure appropriate behaviour among users and to provide effective reporting mechanisms.

For further information on ISFE, please visit the website: www.isfe.eu

Interactive Software Federation of Europe

About ISFE

Established in 1998 and registered in 2002 under Belgian law as an international association with scientific and pedagogical purposes, ISFE (the Interactive Software Federation of Europe) represents the interests of the interactive software sector throughout the 27 EU Member States plus Norway, Iceland, Switzerland and Liechtenstein. Today, ISFE membership comprises 13 major publishers of interactive software as well as 13 interactive software trade associations throughout Europe.

About PEGI

ISFE initiated the Pan European Game Information (PEGI) system (see www.pegi.info) in 2002. Since April 2003, PEGI has been administered independently by the Netherlands Institute for the Classification of Audiovisual Media (NICAM). PEGI provides an age rating recommendation system for videogames intended to inform European parents regarding content that is suitable for their children; As a classification system PEGI supports informed adult choice and does not censor content.

About PEGI Online

Created in 2007, PEGI Online complements the existing PEGI system by creating a trust seal identifying the online game providers committed to the PEGI Online Safety Code. It provides parents with an easy educational tool that allows today's young people to play safely on the internet and protects them against unsuitable gaming content.

About UNHCR

The Office of the United Nations High Commissioner for Refugees was established on December 14, 1950 by the United Nations General Assembly. The agency, which is almost entirely funded by voluntary contributions, is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It strives to ensure that everyone can exercise the right to seek asylum and find safe refuge in another State, with the option to return home voluntarily, integrate locally or to resettle in a third country.

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