

Nerjyzed's Video Debut a Huge Success

BATON ROUGE, LA
(November 28, 2008)

- More than 200 people attended the debut of the new Doug Williams Black College Football Experience (BCFx) video game. BCFx was introduced at a private party as part of the 35th Annual State Farm Bayou Classic at the Louisiana Superdome in New Orleans. Attendees included Williams, the first Black quarterback to win a Superbowl championship, and the Superbowl XXII Most Valuable Player; Jacqueline S. Beauchamp, the CEO and Chairwoman of Nerjyzed Entertainment Inc.; Stan Verrett, sports anchor at ESPN; Southern University President Dr. Ralph Slaughter, other college administrators, alumni, family, and friends.

“This is a history making event,” Beauchamp, a Southern University alumnus, told the crowd. “I’m honored to be a part of this project,” said Williams, a Grambling State University alum.

Guests not only got a chance to view the game, but they also played it too. Everyone seemed enthused and excited as evidenced by the long lines of people waiting to pre-order the game. The game will be available in stores in February during Black History Month.

A fitting time since Nerjyzed Game Studios, a licensed Microsoft developer, is the first Afri-

can American-owned development studio to produce a video game for the Xbox 360.

But the Doug Williams BCFx is more than just a game. It’s a cultural event featuring 36 teams from historically Black colleges and universities, action-packed game play, and interactive half-time shows.

The teams represent the Southwestern Athletic Conference (SWAC), the Central Intercollegiate Athletic Association (CIAA), the Southern Intercollegiate Athletic Conference (SIAC), and the Mid-Eastern Athletic Conference (MEAC).

Gamers can compete against their favorite teams and enjoy playing along with the drum section or drum line. The game also includes a Legends museum, an educational element which features profiles about players who graduated from historically Black colleges. To preorder the game go to www.bcfxgame.com