FOR IMMEDIATE RELEASE:

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Game Audio Alliance Hosts Seventh Annual Audio Track
+ 3rd Annual Official Audio Mixer
+ GaymerX Walz Music & Sound Conference Debut

San Francisco, CA   July 30th, 2013

A premium audio development company and community advocate and activist
for game audio excellence and education, the Game Audio Alliance (GAA), has
continued to work with many game developers since opening its doors in 2010.
Numerous successes include the audio design for John Romero's Ravenwood
Fair, released by LolApps on Facebook, which received over 25 million plays a
month. The company has designed audio for Gree, iWin, Gamehouse, Breaktime
Studios and others.

The GAA will present with numerous audio professionals at the seventh annual
audio track in San Francisco, Tuesday, July 30th, in the Executive Boardroom
at the Hilton located in Union Square. Aaron Walz, the emcee of the track and
GAA's Managing Partner, has now been the track's advisor for five years.

There is a mixer after the audio track at nearby Soluna (272 McAllister Street) on
Tuesday, July 30th, from 6-8pm with appetizers and drinks hosted by the Game
Audio Alliance. Please RSVP to Aaron Walz, the Managing Partner of GAA and
Owner/Operator of Walz Music & Sound: aaron@walzmusic.com .

For those staying in town through the weekend, Aaron will be taking Walz
Music & Sound to proudly represent the LGBT game community with a booth
at GaymerX (http://gaymerconnect.com/) on Saturday, August 3rd and Sunday,
August 4th, in Japantown. Also at the booth will be Lamont Ridgell, who has
provided voiceovers for numerous well-known casual games.

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