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ThanksUSA Launches 7th Annual Online Treasure Hunt to Aid Military Families

Partnership with the ESA Foundation to Generate Donations for Scholarship Fund

NOVEMBER 23, 2011 – WASHINGTON, D.C. – ThanksUSA and the Entertainment Software Association (ESA) Foundation will unveil *Treasure Hunt Seven*, a free online and fully interactive trivia and puzzle game about American history, culture and values, on Thanksgiving morning, both organizations announced today. The *Treasure Hunt* series, now in its seventh year, serves to generate attention and donations for ThanksUSA's annual scholarship fund to benefit the children and spouses of active-duty military personnel.

The ESA Foundation, the charitable arm of the ESA, will sponsor *Treasure Hunt Seven* as part of a new three-year partnership with ThanksUSA that also includes support for 20 scholarships each year. The ESA Foundation began sponsoring the annual *Treasure Hunt* series in 2008 and aims to increase the number of scholarships available to military families.

"*Treasure Hunt Seven* highlights how we can work together to make learning interactive and fun. We are pleased to support this creative initiative to bring American history to life for students and families," said Michael D. Gallagher, president and CEO of the ESA. "We look forward to working with ThanksUSA in the coming year to continue offering scholarships for children of active-duty military personnel as an expression of our gratitude to America's servicemen and women."

This year's treasure hunt focuses on the fascinating histories of some of America's international allies: Taiwan, New Zealand, Australia and Peru. *Treasure Hunt Seven* will officially launch on November 24, 2011, Thanksgiving morning. Once the game ends on August 15, 2012, ThanksUSA will award prizes, including gift certificates, to the winner of each game "chapter." Contestants can access the game at www.ThanksUSA.org.

"Through The ESA Foundation's continued support, we plan to award 500 scholarships to the families of America's armed forces next year," said ThanksUSA Executive Director Michele Stork. ThanksUSA has awarded nearly \$7.5 million in scholarships to 2,500 families across all 50 states and the District of Columbia and to all branches of the armed services.

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About ThanksUSA

Founded in the fall of 2005, ThanksUSA, a non-partisan 501(c) (3) organization, is an effort to thank the men and women of our armed forces and their families for their service to the country with the gift of education. The organization provides need-based, post-secondary education opportunities to the children and spouses of active-duty status military personnel through competitive scholarships. For more information visit www.ThanksUSA.org.

About the ESA Foundation

The ESA Foundation was created by the American interactive entertainment software industry to support and provide opportunities that can make a difference in the lives of America's youth. The Foundation is fully supported by proceeds from its limited edition charity game pack's sales and its annual fundraiser, "A Nite to Unite – for Kids," which together have raised more than \$11 million in the last 10 years. For more information about the ESA Foundation, please visit www.theESA.com/foundation.