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THANKSUSA ANNOUNCES TENTH ANNUAL TREASURE HUNT CHALLENGE

ThanksUSA Scholarships Surpass \$10 million Entering 10th Year

November 26, 2014, McLean, VA – ThanksUSA and partner the Entertainment Software Association (ESA) Foundation today announced the launch of the tenth annual ThanksUSA Treasure Hunt 10 (TH10). This year, the digital challenge is in honor of the Great War's centennial and is dedicated to those who sacrificed their lives during World War I.

The free, fully-interactive digital Treasure Hunt series serves to generate attention and donations for ThanksUSA's annual scholarship fund. The fund provides need-based scholarships to two-year or four-year colleges, vocational or technical schools for children and spouses of military personnel.

The first installment of TH10 will be accessible Thanksgiving Day, November 27th for free online (www.thanksusa.org) and via mobile applications. Throughout the eight-month online competition, participants will be quizzed on various aspects of World War I such as weaponry innovations and the use of animals during the war.

“By paying tribute through TH10 to the millions lost during WWI, we are also honoring today's troops and their families,” said Jenny Lai, vice president of the ESA Foundation. “We are pleased to connect the generations and helping educate students through our digital technology and resources in support of ThanksUSA's extraordinary mission.”

“The ESA Foundation is a leading partner whose continued support has helped our scholarship program become \$10 million strong,” said ThanksUSA CEO and Chairman Bob Okun. “The gift of education is our way of showing our gratitude to military families for all they sacrifice for fellow Americans.”

Following the official launch of TH10 on November 27th, subsequent chapters will be introduced on February 1st, May 1st and July 4th. The hunt will close on August 15, 2015.

Four players who correctly answer each chapter's questions will each receive a \$200 Walmart gift card. The winner of the grand prize – a \$500 Walmart gift card – will be drawn from the pool of individuals who correctly answer all questions in each round.

Since 2005, ThanksUSA has awarded nearly 3,400 need-based scholarships valued at over \$10 million to families representing all branches of the armed services across all 50 states and the District of Columbia. Of that number, 161 are ESA Foundation/ThanksUSA Scholarships valued at \$483,000.

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About ThanksUSA

ThanksUSA is a non-partisan, charitable effort to mobilize Americans of all ages to “thank” the men and women of the United States armed forces. The organization provides college, technical and vocational school scholarships to the children and spouses of military personnel. 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.” For more information about the ESA Foundation, please visit www.esafoundation.org