

# Video game company moving HQ to Austin

## Calif.-based True Games Interactive will give local video game workers more local job options.

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Video game company True Games Interactive Inc. will move its headquarters from California to Austin, company officials announced Wednesday.

Peter Cesario, director of product development, said the Irvine, Calif.-based company, which already has a development studio in town, is looking at office space in Northwest Austin.

The biggest reason for the move is that company officials realized that, in order to run as efficiently as possible, True Games' offices needed to be under one roof, he said. Most employees will move in January, and the company's Irvine office will close in March.

"Once we were doing our planning for the next several years, it just made more sense for us to combine offices in Austin, as opposed to moving everybody here to Irvine," Cesario said.

True Games publishes and develops free-to-play online games; it released its first game, "Warrior Epic," this year. Another title, "Mytheon," is scheduled to be released in the first quarter of 2010. A third game, which the company is developing internally, is also scheduled for next year.

True Games is hiring for several positions in Austin, according to the company's Web site.

**Once the California employees join those already in Austin and the company makes some additional hires, there should be between 30 and 40 employees in the new headquarters by early next year, Cesario said. By the second quarter of 2010, the company will be approaching the 50-employee mark, he said.**

Earlier this year, the company put together a team of veterans in its Austin development studio.

"We've been amazed at how quickly things have come together," Cesario said.

Tony Schum, director of economic development for the Greater Austin Chamber of Commerce, said he wasn't aware of True Games getting any incentives from the city.

But they could qualify for a rebate of at least 5 percent on production costs on a per-project basis through the Texas Film Commission, he said.

True Games' move to Austin increases the number of potential video-game employers — a good thing in a fluid industry where workers might often switch companies, said Amy Goldenburg, chapter coordinator with the International Game Developers Association, a nonprofit industry advocacy group.

"Having another company where that can happen is awesome because it keeps more talent here, instead of people having to leave to find work," she said.

**Asked why True Games chose Austin, Cesario mentioned the usual attractions: the available talent pool and lower cost of living.**

**Last week, he said, a company official was in town looking at office locations. An agent quoted the monthly rent on one.**

**Confused, the official replied, "No, not square footage, rent!" Cesario said.**

**"That's the best quote I've heard," he said. "It kind of sums it up."**

**Courtesy of JB Goodwin**