



For Immediate Release

Game Connection America@GDC09: the Industry's Sure Bet

San Francisco, California, USA – March 27th, 2009 –

The 6th edition of Game Connection America@GDC09 took place this year from March 24-26, in San Francisco, during the Game Developers Conference, gathering more than 750 video game decision-makers from 32 countries.

“This Game Connection has been the most successful ever organized” said Pierre Carde, General Manager of Game Connection America@GDC09. Since its American launch in 2004, Game Connection has grown year after year, gaining the trust of top development studios, publishing companies, technology providers and outsourcing companies. 187 talented game development companies and 70 outsourcing and technology providers from all around the world made up the 257 exhibitors. They were joined by more than 125 publishers, distributors and service buyers looking for projects available for publication, teams to develop future projects, and specialists in all areas of game development.

Game Connection America@GDC09 has become an essential part of GDC San Francisco for attendees who are serious about getting business done. With the current economic reality, Game Connection is a sure bet for companies who need to get significant return on investment. Game Connection's efficient Meeting System allows the participants to secure dozens of relevant pre-organized meetings, and in the end, sign contracts.

“For many years, Game Connection proved to be a great business instrument for publishers and distributors looking for partnerships. Game Connection America@GDC09 proved again its high professionalism and efficiency. I appreciate the great job done and look forward to be a part of upcoming Game Connection events.” said Svetlana Gorobets, International Sales Director, Akella.

“It is our first participation and I must say Game Connection America@GDC09 has been the best thing ever for us. We made every single contact we wanted to make. Participating to Game Connection is the best decision we could have made” said Charles Brungardt, President, Illfonic.

“Another great year, we always get business out of Game Connection. We had highly productive meetings, and Game Connection is the event we attend every year to get business done,” said Dave Connely, President & CEO, Coresoft.

This year's Game Connection America@GDC09 saw strong support from sponsors, including IGPN, Epic Games, Fog Studios, Hansoft, NLGD and Virtuos. Game Connection has been again the place for first looks at upcoming projects of all genres and for all platforms, including mobile/casual/ Iphone applications and PSN/XBLA/WiiWare games.

“Game Connection is a very unique event in the video game industry. This Game Connection much exceeded my expectations. We have been in the game industry for 15 years and this has just been great, with really good quality meetings” said John Price, Directory of Technology, Manifest Games.

ABOUT CONNECTION EVENTS

Connection Events is the organizer of Game Connection, the leading business event in the video game industry, taking place in Lyon (France) and San Francisco (California, USA) during the Game Developers Conference. Game Connection provides several different services all geared toward the same goals: matchmaking among outsourcing companies, tools providers, developers, publishers and distributors; network building and enhancement; and examination of projects and companies.

For additional information, please contact Raphaële Becker, Communication & Marketing Manager, Connection Events, at: rbecker@connection-events.com.

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