



## Game Connection Launches the Level Up Program

**LYON**, France – September 14, 2007 – Game Connection, the main business convention of the videogame industry, is launching *Level Up*, a new program to help new developers and service providers with big ambitions but small means get to the next level in the game business.

Five selected companies will obtain free access (a value of € 3,000) to the Game Connection Europe and get the opportunity to present their game or service to some of the most important buyers including: Activision, Capcom, Foundation 9, Lucas Arts, Microsoft, Namco, Nintendo, Rebellion, Sega, THQ, Ubisoft, and Vivendi Games. In 2007, Game Connection will take place **December 4-6**, in Lyon.

To be eligible, participating companies must meet the following **criteria**: Be less than two years old, be an independent company, and never have previously attended Game Connection.

The Game Connection Advisory Board, composed of experienced professionals from the videogame industry, will select the five lucky companies based on one main criterion: Innovation. Being innovative involves out-of-the-box thinking, a better understanding of the industry's needs, and much larger risk-taking. Participants will be asked to explain what makes their game/service original and innovative and how it can help the whole video game industry evolve. The selection will be done in two steps. Following the pre-selection, the semi-finalists will be asked to provide samples of their work for review.

Participants can fill the application online on the Game Connection website at: [www.game-connection.com/level-up-program.html](http://www.game-connection.com/level-up-program.html). **Deadline to enter: October 1, 2007.**

### About Connection Events

Created in July 2006, the company is a spin-off of Lyon Game, which initially launched Game Connection Europe. Game Connection is a business convention for the video game industry, taking place in Lyon (France) in December, San Francisco (California, USA) in February during the Game Developers Conference, and during Tokyo Game Show, in Tokyo, in September. Game Connection provides several different services, all geared toward the same goals: matchmaking between outsourcing companies, tools providers, developers and publishers, network building and enhancement, and examination of projects and companies.

For additional information, please visit our website at: [www.game-connection.com](http://www.game-connection.com) or contact Connection Events at: [luprogram@game-connection.com](mailto:luprogram@game-connection.com).