



For Immediate Release

## **Five Innovative New Companies Win Free Access to Game Connection with the Level Up Program**

**LYON**, France – October 12, 2007 – Game Connection announced the names of the five Level Up program winning companies who will get free access to Game Connection Europe on December 4-6 in Lyon.

The five new companies who were selected for the superior innovative qualities of their game or service are:

### **AGE Studio**

France

Historical strategy game for PC

### **Anino Mobile Inc**

Philippines

Hack-and-slash real time strategy game for the Nintendo DS with multiplayer feature

### **Arkedo**

France

Arcade game for Nintendo DS

### **Big Rooster LLC**

USA

Unannounced Espionage Multiplatform Game for Xbox 360, PS3 and PC

### **Ocean Media LLC**

Croatia

2D arcade puzzle game for Nintendo DS and PC

Game Connection, the leading business convention of the game industry, launched the *Level Up* program to help new developers and service providers with big ambitions but small means get to the next level in the game business.

These five companies will obtain free access (a value of € 3,000) to Game Connection Europe and get the opportunity to present their games or services to many of the most famous buyers including: Activision, Capcom, Foundation 9, Lucas Arts, Microsoft, Namco, Nintendo, Rebellion, Sega, THQ, Ubisoft, and Vivendi Games.

A total of 48 companies representing 17 different countries applied to this first edition of the Level Up program. Participating companies had to explain what makes their game/service

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original and innovative and how it can help the whole video game industry evolve. Careful consideration was given to all applicants, and the winners were selected by Game Connection's staff and advisory board.

**About Connection Events**

Created in July 2006, the company is a spin-off of Lyongame, 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/level-up-program.html](http://www.game-connection.com/level-up-program.html) or contact Connection Events at: [luprogram@game-connection.com](mailto:luprogram@game-connection.com).