

For Immediate Release

Game Connection Europe, THE Business Meeting Machine

LYON, France- November 10, 2008- Projecting the future of the game industry, Game Connection Europe last week brought together hundreds of developers, publishers, and service and technology providers representing all genres, platforms, and distribution channels. More than 320 projects on all main platforms (Wii, PS2, PS3, Wii et Xbox 360) and also Iphone applications, web-based games, Wii-Ware, XBLA, PC games, and outsourcing services) caught the attention industry professionals coming from 34 countries who held a total of 5900 meetings.

“Game Connection is a very unique meeting place for publishers and developers on all formats to establish and develop strong relationships. GC Europe is also the opportunity for us to expand on fast-growing markets like the Iphone. The event is an essential component of the videogame calendar year,” said Stéphane Grand-Chavin, Country Manager France & Benelux – Empire Interactive.

Thanks to the Game Connection online meeting system, developers take advantage of easy access to publishers from all over the world to present completed games and projects in process that are available for publishing and distribution deals.

Another aspect of the future of developing games with smaller teams and tighter budgets is the use of cutting edge technology and top-notch service providers. Dozens of companies specialized in making development easier and more efficient held meetings with hundreds of developers and publishers during the three-day event.

"As always, I find the event a great success. This is the fifth year our company has attended: the meeting system is a godsend and it is very easy to use. I look forward to the next events." said Hastan Brooks, Business Development manager, Universally Speaking Ltd.

“Game Connection excels at giving the industry an opportunity to meet key business partners in a professional and highly productive environment - definitely 3 days well spent” said Jane Gillard, Senior Marketing Manager, PC & Games Europe, Dolby Europe Licensing Limited

“The relationships created and renewed at each Game Connection are essential to the future of the industry, and to the future success of each attendee,” said Pierre Carde, Managing Director of Connection Events, producers of Game Connection. “To make it to the top – and stay there – professionals in this industry need to foster lasting contacts, and Game Connection delivers those every time.”

This year’s European Game Connection saw strong support from 14 sponsors, including Lyon Game, Virtuos, Imaginove, Fog Studios, Kuju, Intel, and Epic Games. Mark Rein, VP and Co-Founder of Epic Games, said, "In 2007, I attended Game Connection in Lyon for the first time and I've been hooked ever since. It is now an annual event on my calendar every bit as important to our business as GDC or E3. I'm convinced

that many of the up-and-coming developers I've met at Game Connection events are future game industry superstars and I look forward to watching their careers blossom."

The Game Connection Marketplace, an online marketplace where the industry professionals can post projects and respond to requests for proposals, opens this week. Game Connection Europe attendees automatically receive 6 months access to the online Marketplace, and developers, publishers, and service and technology providers who haven't attended Game Connection can now get a taste of the event by registering online.

Game Connection Europe was also presenting the Entertainment Design Exposition, a non-profit art exhibition promoting concept design in videogames and the talented artists within the game industry. The expo was first introduced during the Game Developers Conference Paris last June and will be traveling throughout Europe to raise awareness of the quality of art in videogames. The Entertainment Design Exposition is an initiative of The Building Studios and Connection Events. For more information, visit www.entertainment-design-exposition.com.

Game Connection America will once again coincide with the Game Developers Conference in San Francisco, March 24-26, 2009, and registration is now open at www.game-connection.com.

- Game Connection Europe pictures are available on our FTP site at: <http://checonnection.net/media/>. More pictures will be posted on the website in the next two weeks.-

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.

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