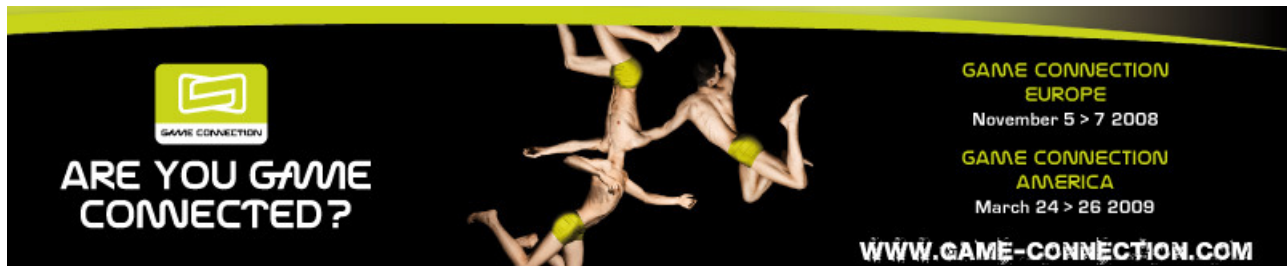


If you cannot visualise this message, click [here](#)



For Immediate Release

Game Connection Launches the Second Edition of the Level Up Program

LYON, France – July 10, 2008 – Following the success of the new Level Up Program last year, the organizers of the Game Connection, the main business convention of the videogame industry, announced today the launch of the *Level Up* program 2008 edition. This program was created to help new talented developers and service providers with limited means get in the limelight of the game business.

The five selected companies will get a unique opportunity to exhibit for free (a value of € 3,500) and to present their games and/or services to the greatest buyers in the industry at the next Game Connection Europe taking place in Lyon on November 5-7 2008. New this year, the winners will get a closed meeting room just like the other exhibitors.

To be eligible, participating companies must be less than two years old, be independent and have never previously attended Game Connection.

The five lucky companies will be selected by the Game Connection Advisory Board composed of industry experts from various countries and backgrounds based on one main criterion: Innovation. The board will be especially looking for companies showing a deep understanding and vision of the industry's needs, out-of-the-box thinking and 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 winners will be announced in September.

Last year, a total of 48 companies representing 17 different countries applied to the first edition of the Level Up program. The winners were thrilled with their experience, including Ocean Media, a young development studio from Croatia who was recently named Nintendo Official DS Developer following their participation to Game Connection Europe 2007. *"The Level Up program is one of the best things that ever happened to us as a company. It totally boosted our business. Six months later, projects are being offered to us on a weekly basis"*, says Vedran Klanac, CEO of Ocean Media LLC.

Participants can fill the application online on the new Game Connection website at: www.game-connection.com/content/level-up. **Deadline to enter: August 30, 2008.**

For additional information, please visit our website at: www.game-connection.com or contact Connection Events at: levelup@game-connection.com.

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. Connection Events is also the co-organizer of the French editions of the Game Developers Conference. The last editions took place in Paris on June 23-24 2008 and in Lyon on December 3-4 2007.