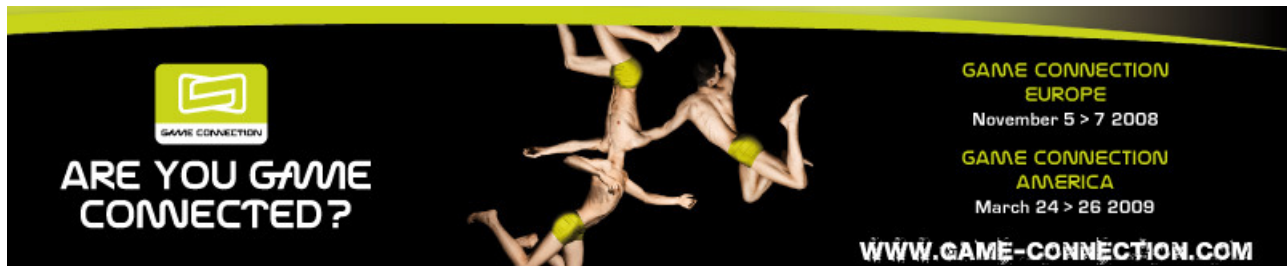


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For Immediate Release

**REGISTRATION IS NOW LIVE FOR THE UPCOMING  
GAME CONNECTION EUROPE AND AMERICA  
Register by July 31 to take advantage of the Early Bird rate**

**Paris - France** – June 30, 2008 – Connection Events, the organizer of Game Connection, is thrilled to announce the launch of Game Connection Europe 2008 and Game Connection America 2009. Registration is now live for the next Game Connections to take place on November 5-7 in Lyon, France, and on March 24-26 in San Francisco, during the Game Developers Conference. Videogame professionals who wish to attend one or both events are invited to visit the new Game Connection Website at [www.game-connection.com](http://www.game-connection.com).

Since its launch in 2001, Game Connection brings together hundreds of international business-focused videogame makers. It is a one-stop shop where professionals can meet face to face dozens of targeted potential partners involved in all stages of game making from concept to outsourcing, middleware, publishing, distribution, financing and various other services.

Today, Game Connection is recognised internationally as the most efficient event to attend to do business in the industry. With its unique speed dating concept, participants can conduct up to 50 back-to-back meetings in three days and take advantage of the many networking events to chat with the attendees in a more laid-back setting.

“Game Connection has grown steadily since its first steps in 2001. There is no other event like this in the industry and the amazing return rate we have proves that the unique concept is working for our participants. When you know that based on our last Game Connection survey, the average revenue generated is about 1 Million \$ per exhibitor, you know that you are doing something right!”, says Pierre Carde, Managing Director of Game Connection.

Videogame professionals who wish to take advantage of the Early Bird rate have until July 31 to register online. For additional information about Game Connection, visit [www.game-connection.com](http://www.game-connection.com).

**For further information, please contact:**

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**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.