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PRESS RELEASE

MI6 Gaming Conference Announces 2010 Dates, Call for Submissions

"It's Everybody's Game Now" theme of Fifth annual gathering.

November 3, 2009 - LOS ANGELES, CA - MI6, the association dedicated to the success of marketing, promotion and advertising professionals in the interactive entertainment community, announced today that the 2010 MI6 Game Marketing Conference will take place on April 1, 2010 at the Grand Hyatt in San Francisco.

"The trend moving away from one-way entertainment consumption toward interactive entertainment on multiple platforms means that there are more opportunities than ever for game marketers to promote their brands," said Jonathan Block-Verk, President and CEO of MI6.

At the fifth annual MI6 Conference, attendees will hear from those who have defined the game industry to date — and those who are redefining it. Organizers are taking the opportunity to reflect what is currently happening in the industry by opening a call for submissions and speaker proposals in line with this year's theme, "It's Everybody's Game Now," at www.mi6conference.com.

In addition to the revealing sessions and top-tier speakers, MI6 offers unparalleled networking opportunities for attendees. MI6 brings together every relevant company in the video game space with the highest concentration of marketing, promotion, advertising and design professionals of any event of its kind.

MI6 has continued its trajectory as the leading international video game marketing conference and awards competition with cutting edge content. The successful 2009 event included the public world premiere of EA Sports Active by EA Sports President Peter Moore, an inspirational keynote from visionary Nicholas Negroponte and a celebration of the year's top gaming campaigns at the MI6 Awards ceremony hosted by the hilarious Rob Corddry.

For more information on MI6 2010, visit www.mi6conference.com/ and follow @mi6gaming on Twitter.

About MI6
MI6 is a non-profit association dedicated to maximizing the effectiveness and supporting the success of marketing, promotion and advertising professionals involved in the interactive entertainment community.

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