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MI6 GAMING CONFERENCE POWERS UP: ANNOUNCES 2010 DATES AND OPENS CALL FOR SESSIONS

"It's Everybody's Game Now" Theme of Fifth Annual Gathering

LOS ANGELES, CA – November 3, 2009 – [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 theme of this year's confab is "It's Everybody's Game Now," reflecting the unprecedented impact gaming has had on the entertainment industry at large.

"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. "As the only conference designed specifically to provide the tools for success for interactive entertainment marketers, this year's MI6 Conference is truly a must-attend event for the industry."

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. All proposals must be submitted by December 31, 2009 to be considered.

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 ("The Daily Show with Jon Stewart," "What Happens in Vegas").

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. The MI6 Conference and Awards celebrates marketing excellence overall, while providing an all-inclusive forum for common thought, bond and community. For further information, please visit <http://www.mi6conference.com>.

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