

SONY COMPUTER ENTERTAINMENT AMERICA'S PETER DILLE TAKES MI6 GAMING CONFERENCE TO THE NEXT LEVEL WITH KEYNOTE ADDRESS

April 1st Conference Also Announces Alan Cohen, CEO of USA OMD Amongst a Full Slate of Sessions for the 2010 Event

LOS ANGELES, CA – March 1, 2010 – [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 feature a keynote from Peter Dille, senior vice president of marketing and PlayStation (R) Network at Sony Computer Entertainment America. The conference will take place on April 1st, 2010 at the Grand Hyatt in San Francisco.

In Dille's keynote titled "Redefining the Digital Living Room," he will share how the PlayStation Network is evolving the digital home and entertainment landscape to feed consumers' growing entertainment appetite. Dille will showcase how bringing rich, relevant content and unique, exclusive experiences to consumers is the key to becoming the central vehicle for content delivery into consumers' homes.

"Every company in the gaming space and beyond is jockeying for position, mind and market share – for the first time in history, it truly is anyone's game." said Jonathan Block-Verk, president and CEO of MI6. "The MI6 conference is a unique opportunity for game marketers to gain genuine insight and to understand how other top brands are approaching this landscape of fundamental change in the industry."

And in a state of the media union-type address, CEO of OMD USA, Alan Cohen, will give the MI6 delegation a snapshot of how the entertainment industry is utilizing media in the most strategic and creative of ways, enlightening and informing the gaming industry on best practices in media.

The theme of this year's conference is "It's Everybody's Game Now," reflecting the unprecedented impact gaming has had on the entertainment industry at large. 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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