

## **FOR IMMEDIATE RELEASE**

### **MI6 VIDEO GAME MARKETING CONFERENCE TO HOST PUBLIC WORLD PREMIERE OF EA SPORTS ACTIVE, KEYNOTE FROM EA SPORTS PRESIDENT PETER MOORE**

#### **Conference also Announces MI6-Commissioned Market Research to be Released at Event**

**LOS ANGELES, CA – March 17, 2009** – MI6, the association dedicated to serving marketing and promotion professionals in the video game and interactive entertainment community, today announced that EA SPORTS Active, the highly anticipated new fitness game, will be demonstrated live, for the first time publicly, at the 4<sup>th</sup> Annual Video Game Marketing Conference on April 8, 2009 in San Francisco.

MI6 attendees will have the opportunity to see the live demonstration and hear EA SPORTS President Peter Moore discuss the evolution of this new franchise from one of the most recognizable brands in sports and video gaming. EA SPORTS Active was created for the Nintendo Wii console and will arrive in stores on May 19, featuring more than 20 exercises and a range of unique fitness tools.

“Every year MI6 brings together the most revolutionary brand and marketing executives from the gaming industry, and this year we are delivering that and more,” said Jonathan Block-Verk, president of MI6. “We are thrilled to give our audience the first look ever at a live demonstration of EA SPORTS Active. With the explosive growth in this category of gaming, it is imperative that interactive entertainment marketing professionals see the cutting edge trends at work in this dynamic area.”

Moore’s keynote session will focus on the evolution of the EA SPORTS brand and the importance of messaging, brand marketing via global partnerships, technology innovations and the launch of new product categories in video game marketing. As EA SPORTS president, Moore is responsible for product development, global product management, marketing, and planning for all packaged goods and online offerings within the EA SPORTS brand.

This year, MI6 teamed up with e-Poll to deliver exclusive ground-breaking statistics about gamers and gaming trends to MI6 attendees. This never-before released information includes details about the iPhone as a gaming platform, as well as statistics about the fastest growing group of gamers and their behavior. Each MI6 attendee will receive a copy of the comprehensive report.

The MI6 Video Game Marketing Conference takes place at the Grand Hyatt San Francisco in Union Square April 8, 2009. To view the complete 2009 session schedule, participant updates and registration information, visit [www.mi6conference.com](http://www.mi6conference.com). Additional speaker and panel information as well as giveaways will be announced on the new MI6 Twitter feed: [twitter.com/promaxbdami6](http://twitter.com/promaxbdami6).

#### **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>.

Contact:

Laura Hart

Beck Media for MI6

310-689-7363

[laura@beckmedia.com](mailto:laura@beckmedia.com)

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