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MI6 ADOPTS ONE-DAY FORMAT FOR 2009 VIDEO GAME MARKETING CONFERENCE

Renowned Game Marketing Conference to Add Casual Gaming Component to the Program

LOS ANGELES, CA – January 22, 2009 – MI6, the association dedicated to the success of marketing, promotion and advertising professionals in the interactive entertainment community, announced today that the 2009 MI6 Game Marketing Conference has adopted a hyper-focused one-day format for their event taking place Wednesday, April 8, 2009 at the Grand Hyatt in San Francisco. MI6 also announced that it has intentionally broadened its scope to include casual gaming, the fastest-growing sector in the industry, into this year's content.

The new format for MI6 has two separate tracks packed with inspiration and innovation from keynote speakers as well as information and insight from tactical sessions all providing enormous value to attendees seeking to maximize their learning and networking as well as time and resources.

The event will culminate with the annual MI6 Awards Ceremony, which recognizes excellence and creativity in marketing, advertising and promotion in the interactive entertainment community. Award submissions will be accepted through January 30. For more information, visit <http://www.mi6conference.com/awards.htm>.

"With budgets tight and people's time at a premium, we're committed to delivering the most valuable and focused day of essential game marketing information to our attendees," said Jonathan Block-Verk, President of MI6. "The new format and pricing is a direct response to feedback from our members who support MI6 every year."

With two consecutive years of 20% growth in the interactive entertainment industry, the audience for MI6 is expanding, and this year's agenda reflects that reality. The casual gaming sector has grown to an astounding 200 million users in 2007 on the Internet alone. In addition to targeting the core audience of gaming enthusiasts, panels and speakers at this year's MI6 Conference will explore how to harness the growing audience of casual gamers and what it means for gaming marketers.

"We must expand our audience and explore new platforms to maintain the remarkable growth we've enjoyed in the industry," said MI6 Co-Chair and Senior Vice President of Sales and Marketing of Ubisoft, Tony Key. "Including casual gaming topics in this year's agenda will not only broaden our scope and the diversity of the audience, but it will add to the creative dynamic and dialogue that keeps MI6 the must-attend event for anyone in the interactive entertainment space."

To register, submit a session proposal or enter work for the MI6 Awards visit <http://www.mi6conference.com/conference.htm>.

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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