

MI6 ANNOUNCES 2009 CONFERENCE DATES AND OPENS CALL FOR SESSIONS

"Mastering The Momentum" Theme of Fourth Annual Gathering

LOS ANGELES, CA -- November 19, 2008 -- Flush with energy from the fastest growing segment of the entertainment marketplace, MI6 has announced that its fourth annual conference will take place on April 7-8, 2009 at the Grand Hyatt Hotel San Francisco. The organization enters the new year seeking to maximize the effectiveness of marketing, promotion and advertising professionals involved in the video game industry.

Maintaining two consecutive years of 20% growth in the industry will be the driver of discussion at the 2009 gathering. With the theme of "Mastering the Momentum," attendees will hear from top business professionals about gaming's unprecedented impact on the entertainment industry and how to most effectively harness the unlimited potential to come. The conference will continue to deliver inspiring insight and unique information to attendees looking to learn best practices in the international marketing, promotion, advertising and design industry.

"The video game industry has had unparalleled growth in a time where traditional entertainment is hurting," said Jonathan Block-Verk, President of MI6. "The MI6 conference allows us to celebrate the triumphs of this exciting industry, and share best practices across the community to ensure continued growth and shared success."

With this announcement, the MI6 Conference opens the call for session and speaker proposals, and encourages the inclusion of ideas from all areas of the entertainment business. Interested parties may visit www.mi6conference.com/submissions/ to complete the electronic submission form. All proposals must be received no later than Friday, January 9, 2009 to be considered.

"The Annual MI6 Conference has become an invaluable touch point for us as a community. As the business booms, our unique group of professionals will begin to lead the discussion about the role marketing, promotion and advertising play in the value of gaming content across platforms," said MI6 Co-Chair and President of Future U.S. Jonathan Simpson-Bint. "MI6 is a vital wide-reaching forum that only strengthens our place in the industry as a whole."

MI6 has continued its trajectory as the leading international video game marketing conference and awards competition. Since 2006, MI6 has welcomed a wide array of speakers and panels by participants such as Ubisoft's Yves

Guillemot, Burger King's Russell Klein, Electronic Arts Sports President Peter Moore, ABC Entertainment EVP Michael Benson, Wild Tangent CEO Alex St. John, CSI Creator Anthony Zuiker, Atari founder and uWink CEO Nolan Bushnell, Activision Publishing EVP Robin Kaminsky, DDB's Jeff Swystun, Film Director Wes Craven, "Lost" Co-Creator Damon Lindelof and many more.

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 & 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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