

**MI6 ANNOUNCES PANELISTS FOR HIGHLY ANTICIPATED
“GAMING 2020” SESSION**

**Ubisoft’s Laurent Detoc, EA Sports’ Peter Moore, Atari Founder Nolan Bushnell,
Wild Tangent’s Alex St. John and EA Casual Games’ Kathy Vrabeck**

Los Angeles, CA – April 2, 2008 – Rounding out an insightful and engaging lineup for its 3rd annual conference (April 8-9, San Francisco), MI6 announces the participants for “Gaming 2020,” one of the event’s most highly anticipated sessions. Among the blue ribbon panel of experts are Ubisoft NA President Laurent Detoc, EA Sports President Peter Moore, Atari Founder and NeoEdge CEO Nolan Bushnell, Wild Tangent CEO Alex St. John and EA Casual Games President Kathy Vrabeck.

With Wedbush senior analyst Michael Pachter returning as moderator, this esteemed group will inform and inspire attendees with their vision of the future of gaming and entertainment media while sharing their unique perspectives on the business today.

“These panelists epitomize the very best of video game marketing and the future of interactive entertainment. Their insights are invaluable to those looking to navigate the evolution of this industry,” said Jonathan Block-Verk, MI6 President. “Beyond participating in an undoubtedly integral dialogue among peers, it’s *their* vision that will drive the future of interactive content.”

MI6 developed the “Gaming 2020” session in response to the success of last year’s “Gaming 2010,” which featured the lively dialogue of top executives from EA, Ubisoft, IGN, DIRECTV and Microsoft. The session was filled to capacity, captivating the attendees, all of whom demanded more.

The MI6 Conference takes place at the Grand Hyatt San Francisco in Union Square April 8-9. To view the complete 2008 session schedule, participant updates and registration information, visit www.mi6conference.com.

About MI6

MI6 is a not-for-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 www.mi6conference.com.

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