

MI6 AWARDS HONOR VIDEO GAME INDUSTRY'S PREEMINENT MARKETERS DURING CLOSING CELEBRATION

***BioShock, Assassin's Creed, Halo3 and Call of Duty 4* Launch Campaigns among Evening's Big Winners**

San Francisco, CA – April 9, 2008 – Wrapping up another informative and insightful MI6 Conference, event organizers put on a lively MI6 Awards celebration to honor the video game industry's best marketing achievements. Among the night's big winners were the launch campaigns for 2K's *BioShock*, Ubisoft's *Assassin's Creed*, Microsoft's *Halo3* and Activision's *Call of Duty 4*. With their industry peers getting the unique opportunity to bestow the awards, the marketers for each of these four campaigns were recognized in special individual presentations shown to attendees during the festivities.

The MI6 Awards—hosted by stand-up comedian Christian Finnegan—took the shape of an upbeat, streamlined show. Gold and Silver Muse statues were handed out to winners throughout the evening, with award categories varying from major media-based campaigns to imaginative honors, such as Most Effective Attention Getter and Don't You Wish You'd Thought of This. Other winning companies include EA, Goodby Silverstein & Partners, Hammer Creative, Midway Games and Vivendi Games, among others.

In addition—and new to the awards program this year—was the CGS Player's Choice Award, an honor judged solely by world-class gamers from the Championship Gaming Series. Taking this prize was the *World of Warcraft* television ad, Mr. T 'Night Elf Mohawk.'

The full 2008 MI6 Award winners list will be made available at <http://www.mi6conference.com/awards.htm>.

"Every year, the MI6 Conference attracts more and more support and participation from game marketing, advertising and entertainment companies large and small. Through our awards competition, the best work continues to shine through and we're thrilled to be able to call out the industry's true marketing superstars at this special event," said MI6 General Manager Jill Lindeman.

The peer-judged MI6 Awards celebration capped off the two-day MI6 Conference, at which top executives participated from EA, Activision, ABC Entertainment, The Nielsen Company, Ubisoft, Championship Gaming Series, ESRB, OTX, Microsoft, LucasArts, Electronic Entertainment Design & Research, Double Fusion, McCann Erickson, Sony, Spike TV, GAMEPLAY HD, IGN, Codemasters, Sony Online Entertainment, Vivendi Games, DDB, Blizzard Entertainment, Nokia, Xbox, AKQA, DirecTV, Ziff Davis, 2K, Petrol Advertising, Ignited, The Ant Farm, Midway and THQ, among many others.

Those interested in viewing and downloading photos from the MI6 Conference, may visit <http://www.mi6conference.com/press>.

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 www.mi6conference.com.

#

Media Contact:
Priority Public Relations
Kristien Brada-Thompson, 1-661-964-0333 / kristien@prioritypr.net

This e-mail and any attached files contain information that is intended for the exclusive use of the individual or entity to whom it is addressed and may be privileged, confidential and/or exempt from disclosure under applicable law. If you are not the intended recipient (or responsible for delivery of the message to such person), please delete the e-mail without any copying, disclosure or distribution of this information and notify the sender immediately by e-mail or telephone.
