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THIRD ANNUAL MI6 CONFERENCE DELIVERS INFORMATION, INSPIRATION AND INSIGHT

San Francisco, CA – April 10, 2008 – The third annual MI6 Conference concluded with video game marketers abuzz not only about the insightful lineup of sessions they attended, but also about the event's enhanced interactivity. This year's conference, which took place at San Francisco's Grand Hyatt Hotel on April 8 and 9, delivered a full two days of sessions and featured an "Activities Playground" where attendees could join their peers in playing several hit games. A "Play the Pros" Challenge even gave them the chance to battle Vanessa, one of the Championship Gaming Series' most notable professional video gamers.

With attendance up for a second consistent year, the event's organizers were pleased and already looking ahead, both at possibilities for the next year's content and an entire year of other unique benefits for the inaugural membership.

Commented MI6 General Manager Jill Lindeman: "We're extremely encouraged by the amount of positive feedback we have already received. It's both a testament to the strength of our speakers and to the importance of having an annual congregating point focused specifically on game marketing. The breadth of this year's content again spoke to the relevant issues that challenge all game marketers."

Highlights from the third annual MI6 Conference include (among numerous others):

- The witty, in-your-face banter between **Wild Tangent CEO Alex St. John, Atari founder and uWink CEO Nolan Bushnell, EA Sports President Peter Moore and EA Casual Entertainment President Kathy Vrabeck** as they debated the future of the video game business and its marketing strategies. Would more and more video games come from user-generated content or focus on health & wellness? Would the console business as we know it today be dead in 2020? Would the future's largest source of video game revenue come from social games in restaurants? Could marketers look to Korea and China for the future of the rest of the world in terms of video game business models?
- The nuances and strategic differences of launch positioning required in various regions around the world in order to make a product a true global success as illustrated by **ABC Entertainment EVP Marketing Michael Benson and Activision SVP, Global Brand Management Will Kassoy**, who used compelling examples from both the television and video games industries.

- EEDAR’s eye-opening research on the impacts—both positive and negative—of game trailers and demos on game launches: *“Some games might do better with a trailer at launch and a demo three months after the launch.”* – **Geoffrey Zatkan, President/COO, Electronic Entertainment Design and Research**
- The compelling marketing keynote delivered by **DDB Worldwide’s Jeff Swystun**, who described the nuances and challenges of influencing “swarms,” the highly engaged human communities who cannot be led, unlike passive herds. *“We need to make a major change in the way we look at the consumer audience,”* he said. *“Most importantly, we will need to move from creating communications to creating communities.”*
- The fact, according to the latest OTX study findings presented by **OTX EVP Media and Entertainment Insights Eric Villain**, that used game sales represent a \$1.3 billion business that actually fuels new game sales.
- **CSI Creator Anthony Zuiker’s** rhetorical question: *“How do we bridge the future of the broadcast with Silicon Valley?”* to which he replied describing a cross-blending of storytelling involving television, web, mobile and gaming that ultimately lead back to television. This was a model he believed crucial to truly maximizing content and audience share on multiple platforms.

To view and download MI6 Conference event photos, please visit: 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.

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