

TOKYO **GAME SHOW** 2009

Press Release

August 29, 2009
Computer Entertainment Supplier's Association
Nikkei Business Publications, Inc.

Regarding the press registration after deadline of prior registration

We closed pre-registration for Tokyo Game show 2009 on Friday, August 28. We accept coverage application limited to journalist at Press counter on that day. Please bring document below to Press Counter(:2F Central Mall, Exhibition Hall 5 Entrance In Makuhari Messe). We confirm your content of document, and will issue the Press pass when you judged as journalist. We need detail of article/name of program/summary of media content and schedule of update website for Issue of press pass. Congestion will be expected, we may keep you waiting. Please understand in advance.

To qualify for credentials, you must bring:

one of the following documents

- * recently published articles/programs (article published within 1-2months)
- * media (such as magazines) or colophon of media that includes your name
- * web page that the coverage is scheduled to be published

Document to prove your identities Employee ID, driver's license, Passport, etc.

Two or more business cards, which includes information such as your company name and logo

- * We will not issue Press pass with only name card.

We might refuse issuing of Press pass, in the case of judging as unsuitable for purpose of coverage by

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Registration Criteria

Press members eligible to register for and cover the show are limited to those who meet the conditions below. We ask your kind understanding in this matter.

Print Media, Newswire, and Online media:

Reporter / Editor / Editorial Writer / Correspondent / Photographer / Columnist

Broadcast Media (TV, Radio):

Reporter / Director / Producer / Camera or Sound crew

*Online media must be commercial news website updated regularly. Fan sites, personal website writers, designers, editors, or creators are not eligible to register as the media

*Members of advertising and PR agencies, and sales reps for media outlets are not eligible to register as the media.

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/>

For more information or inquiries on this press release for the members of the media:
TOKYO GAME SHOW Management Office Press Room
Fax: +81-3-3551-4123 / E-mail: tgs2009-press@publicity-bur.co.jp

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Media Registration Form

Scheduled date(s) of coverage (please tick (✓) in the box(es)):

- September 24 (Thursday) Business Day (10:00 – 17:00)
 September 25 (Friday) Business Day (10:00 – 17:00)
 September 26 (Saturday) Open to the public (10:00 – 17:00)
 September 27 (Sunday) Open to the public (10:00 – 17:00)

Name of media (Name of magazine, TV / radio station, etc.)
Media type <input type="checkbox"/> Newspaper <input type="checkbox"/> Magazine <input type="checkbox"/> Newswire <input type="checkbox"/> Internet Publication <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Other
URL
Scheduled date(s) of publishing / broadcasting

Name of company	
URL of company	Country
Representative for this application Mr. / Ms. <input type="checkbox"/> Will attend <input type="checkbox"/> Will not attend	Job title Attach your business card
E-mail	
Contact number	(Extension number) Company Fax Number

NAME(S) of Registrant(s)

Total number of person(s): _____

- Please list everyone, including camera crew and interpreters, scheduled to cover TOKYO GAME SHOW 2009.
- If the registrants exceed five people, please attach a complete list.
- If contributing writers or contracted photographers are included, please specify.

	First Name	Last Name	Job Title	Press Pass No.
Mr. / Ms.				
Mr. / Ms.				
Mr. / Ms.				
Mr. / Ms.				
Mr. / Ms.				