

TOKYO GAME SHOW 2010

Press Release

July 13, 2010

TGS is coming on 16th of September!

**Latest Information on the TOKYO GAME SHOW 2010
Announcing the 138 Exhibitors!
Advanced Ticket and Supporters' Club Premium Tickets
for overseas will start to sale from July 14th**

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

The Computer Entertainment Supplier's Association (CESA; Chairman: Yoichi Wada; location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Yasuo Hirata; location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2010 over a four-day period from Thursday September 16 to Sunday September 19, 2010 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. The number of exhibitors (as of July 1) was announced today, along with ticket information and other updates.

【TOKYO GAME SHOW 2010 Exhibitors (as of July 1, 2010)】

Number of Exhibitors: 138 companies
Number of booth partition units used: 1,410 units

As of July 1, 138 companies and organizations have registered to exhibit at the TOKYO GAME SHOW 2010, using a total of 1,410 booth partition units, a significant increase from last year's total of 1,367. In particular, there is an increase in the number of participants from other Asian countries, including Korea, Taiwan and China, and they will be exhibiting on a larger scale.

Various type of game software associated with keywords—such as “3D” and “social”—are expected to be showcased. In addition, platforms will be focused not only on next-generation mobile game devices, but also on other new interface models for home consoles as well as smartphones and game PCs. The introduction of a wide range of both software and hardware will surely add to the excitement of the event.

Employing TOKYO GAME SHOW's midterm vision of becoming “The No. 1 Information Network in the Asian Region” and “The World's Largest Event”, various initiatives will be implemented this year. One of them is the Asia Game Business Summit, to be held on one of the Business Days, at which executives of leading game companies from Japan, Korea, Taiwan and China will discuss their future visions of the game industry.

The International Business Consultation Area will be available to cater to the needs of both business visitors from abroad and Japanese companies seeking opportunities to advance overseas. As for the TGS Forum, which has been highly evaluated as a comprehensive conference on the game industry, new sessions focusing on the game business in Asia, social games, and 3D will be added.

On the last two days, open to the general public, various attractions have been planned to entertain game fans, especially those from other Asian countries, such as a new program for “cosplayers”. And the “Tougeki - Super Battle Opera” international fighting video game tournament will be held at the TOKYO GAME SHOW 2010, featuring the Japanese and non-Japanese players who qualified in the Asian Qualifications. A ticket for “Tougeki - Super Battle Opera” will be sold as a set with the admission ticket to the TOKYO GAME SHOW 2010. (Details to be announced at a later date.)

【Tickets for overseas available from Wednesday July 14】

Advance tickets (for junior high school age and older) will be sold for ¥1,000 (tax inclusive) from Wednesday July 14. They can be purchased from the TGS official website with taking the following steps:

<http://tgs.cesa.or.jp/english/> → "Attendee Info" → "Ticket"

*Only credit card will be available and exchange ticket (with bar code) will be required.

Following last year's success, a limited number of TGS 2010 SUPPORTERS CLUB premium tickets will also be on sale. The TGS 2010 SUPPORTERS CLUB premium ticket includes original TGS goods and privileges such as priority admission to the Show for a certain period of time from when the doors open. The premium tickets (for junior high school age and older; ¥3,000, tax inclusive) will also be sold from 10 a.m. on Wednesday July 14. They can be purchased from the TGS official website (online tickets: e-tix)

【Ticket Information】

Advance Tickets

Advance tickets will be sold at the following ticket centers and agencies from Wednesday July 14.

- Adult (junior high school age and older): ¥1,000 (tax inclusive)
- Sale at: TGS official website online ticket (e-tix)
- Remark: Only credit card will be available.
Exchange ticket (with bar code) will be required.

【TGS2010 SUPPORTERS CLUB】

Advance tickets will be sold at the following ticket centers and agencies from Wednesday July 14 until the scheduled quantity sells out.

- Adult (junior high school age or older): ¥3,000 yen (tax inclusive)
- Sale at: TGS official website online ticket (e-tix)
- Privilege: The package includes a TGS SUPPORTERS CLUB T-shirt and an original pin. Ticket holders will be given priority admission to the Show for a certain period of time from when the doors open on the General Public Days (Saturday September 18 or Sunday September 19).
- Remarks: Please note that only a limit number of TGS 2010 SUPPORTERS CLUB tickets are available.

【New Initiatives at the TOKYO GAME SHOW 2010】

New B2B Events and Programs

- **Asian Game Business Summit**
As one of the TOKYO GAME SHOW's 20th anniversary commemorative programs, we have invited key members of leading companies in the Asian game industry in Japan, Korea, Taiwan and China to take part in panel discussions. Details will be announced in August.
- **TGS Forum**
Keynote lectures will be held at the International Convention Center from 10 a.m. on Thursday, September 16. Paid sessions focusing on international expansion, especially in the Asian region, based on themes such as "The Asian Game Business", "Social Games", "3D", and "Mobile Phone Games" will be held on Friday September 17.
- **International Business Consultation Area**
This is a new service to support game industry affiliates both from Japan and abroad. In collaboration with the Japan External Trade Organization (JETRO) and business consultants, support services and consultations will be provided for companies to facilitate the smooth running of game businesses abroad.

New B2C Events and Programs

Asian Game Business Summit_

- **International Cosplayers Event**
This is a new event centered on game characters for the enjoyment of "cosplayers" from Japan and abroad. Cosplayers from the Asian region, including Singapore, have been invited to compete in performances with Japanese cosplayers. Details will be announced at a later date.
- **"Tougeki - Super Battle Opera"**
The international fighting video game tournament "Tougeki - Super Battle Opera" has been invited to be held at the TOKYO GAME SHOW 2010.
- **TGS Tour**
Travel agencies in Japan and abroad are planning TOKYO GAME SHOW tours. Special tie-up tours with TGS media partners are also being planned.

Event Outline

Event Title:	TOKYO GAME SHOW 2010		
Organized by:	Computer Entertainment Supplier's Association (CESA)		
Co-organized by:	Nikkei Business Publications, Inc. (Nikkei BP)		
Supported by:	Ministry of Economy, Trade and Industry		
Period:	September 16 (Thursday)	Business Day	(10:00 – 17:00)
	September 17 (Friday)	Business Day	(10:00 – 17:00)
	*Admissions on Business Days is limited to members of the industry and the media.		
	September 18 (Saturday)	Open to the public	(10:00 – 17:00)
	September 19 (Sunday)	Open to the public	(10:00 – 17:00)
	*The doors may be opened at 09:30 on these two days.		
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1-8, and International Convention Center		
No. of exhibitors:	138; 1,410 booth partition units (as of July 1)		
Tickets:	Adult: advance tickets, ¥1,000; at the door, ¥1,200 Elementary school age or younger: free-of-charge TGS Support Club: advance tickets ¥3,000		