

TOKYO GAME SHOW 2011

(Press Release)

March 1, 2011

Underlying Theme: GAME - Dancing Your Heart

Unveiling new fascinating areas, **TOKYO GAME SHOW 2011** is ready to grip your heart

Date: September 15 (Thursday) through,
September 18 (Sunday), 2011
Venue: Makuhari Messe

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: Kohei Osada; Location: Minato-ku, Tokyo), has announced it will hold Tokyo Game Show 2011 at Makuhari Messe (Location: Mihama-ku, Chiba-shi, Chiba Prefecture) from Thursday, September 15 through Sunday, September 18, 2011. As in previous years, the first two days will be "Business Day" while the latter two will be opened to the public.

When the TOKYO GAME SHOW marked its 20th anniversary in 2010, we established a midterm vision to become "The No.1 Information Network in the Asian Region" and "The World's Largest Event." The goal of these strategies is to further expand and bolster the computer entertainment market by disseminating valuable information from Asia to the world. Under these newly adopted strategies, TOKYO GAME SHOW 2010 was a remarkable success in refining business-to-business and business-to-customer contents and holding Asian Game Business Summit and other related events. The summit— a conference at which top Asian game makers met— and those events highlighted the industry's potential business and future development. This resulted in increases of about 60% and 40% in the number of media people and business visitors, respectively, to the show. On the public days, the show attracted more than 200,000 visitors, including foreign visitors mainly from other Asian countries, for the first time since the TOKYO GAME SHOW was launched.

To ensure the realization of the goals set by those strategies, TOKYO GAME SHOW 2011 will incorporate even further improved business-to-business features by holding the Asian Game Business Conference (provisional title) and strengthening the existing system to provide the best matching companies for overseas business visitors. The show will also use improved functions to diffuse game information to the whole world.

In 2011, as a stream of new mobile game machines are set to be announced or released, the home game machine market is poised to gain further upward momentum. In the meantime, the markets for social networking services (SNS) and smart phones (feature-rich cell phones)—which have become

increasingly more intertwined with games—are expanding increasingly rapidly on a global level. To better serve not only business but general visitors, TOKYO GAME SHOW 2011 will exhibit items that fulfill the needs of the trends in the video game industry. This computer entertainment show will showcase a wide array of game items so that visitors can enjoy new, fascinating game experiences.

For the 2011 event, TOKYO GAME SHOW has a new theme:

"GAME – Dancing Your Heart"

The digital and communication technological evolution has enabled the widest range of game entertainment the world has ever seen. New game experiences resulting from increased choices have naturally become part of people's lives and become embedded in their lifestyles.

The concept of games has inevitably changed.

Now, we have new definitions of game experiences — experiences that send your heart soaring before you think, or ones that win your heart before you know it.

Seek and find your own game, and let that game thrill your mind to the fullest.

For the success of TOKYO GAME SHOW 2011, we will continue to strive to deliver joys and dreams to people from around the world through game entertainment. By gaining a greater presence in the Asian market, the TOKYO GAME SHOW will continue to grow as one of the world's largest computer entertainment shows. Come and see it with your own eyes.

See the next page for descriptions of the areas at TOKYO GAME SHOW 2011.

New areas to meet the needs of current trends in the video game industry

As a new feature, TOKYO GAME SHOW 2011 will offer additional four exhibition area with diverse contents to accommodate the ever-accelerating advancement in network services and greater diversification of hardware, while at the same time continuing to feature highly rated business-oriented and family-designed areas from last year's show. In addition, as in previous years, we will hold TGS Forum 2011, a business-to-business keynote lecture organized by CESA and the Asian Game Business Conference (provisional title).

■ General Exhibition Area

Provides details of digital entertainment products and services focusing on video game software.



■ Merchandise Sales Area

(*Note: Related regulations have been revised)

Designed exclusively to market video game-related products, including music CDs, DVDs and attached accessories, as well as books, magazines and other publications.

* This year, participating vendors can choose to sell either during all four days (business days and public days) or just during the two public days.



■ Game School Area

Provides descriptions of a video game school for future video game creators.



■ Family Area

Showcases family-oriented video game software, arcade games, and video game-related items, and offers events featuring video game characters that are popular among children.

Note: (1) This area will be open only during the public days.

(2) Entrance into this area is restricted to elementary

school students and younger, as well as accompanying adults.



■ **Mobile & Social Game Area (New)**

Exhibits smart phones such as iPhone and Android phone, mobile games for cell phones or tablet PCs and social games—ones that have become increasingly more prevalent in markets.



* The above image does not portray the actual site.

■ **Gaming PC & Network Game Area (New)**

Offers details of video game environments using a computer as a platform by exhibiting different types of hardware including high-performance game computers and computer accessories, and network games such as sophisticated 3D graphic and browser games.



* The above image does not portray the actual site.

■ **Game Device Area (New)**

Exhibits all video game devices and related items to boost game functions. These devices and items—which include headphones, controllers, and dedicated chairs—are mainly for use with home-use video game equipment, mobile game machines and computer games.



* The above image does not portray the actual site.

[Business-to-business Zone]

■ **Business Solution Area**

Exhibits video game items aimed at game-related companies seeking partnerships in the video game industry.

*Note: Exhibitors can choose to exhibit either during all four days or only during Business Day.



■ **Cloud Computing/Data Center Pavilion (New)**

Introduces cloud computing and data center services to support online infrastructures enabling social and network games.

■ International Career Pavilion

Established in 2010, this pavilion provides the best matching results in terms of job requirements between video game technical experts/businesspeople seeking new employment and game makers or personnel dispatch agencies, whether in Japan or overseas.

*Note: Exhibitors can choose to exhibit either during all four days or only during Business Day.



[Scheduled Events during Business Day]

■ Asian Game Business Conference (provisional title)

Last year, this conference was held for the first time to commemorate the 20th anniversary of the TOKYO GAME SHOW, for which we received high praise and attention from visitors from other Asian countries. We will hold this international conference again, at which all the top Asian game makers meet, to expand video game business using market strategies centering on Asia.



■ TGS Forum 2011

This conference, aimed at visitors attending during the business period who engage in video game business, discusses the latest trends in video game technologies and business operations.



■ International Business Consultation Area

Offers business consultations regarding knowledge, expertise, and services required to smoothly run business overseas. Participating companies and visitors can receive these services free of charge at any time from oversea buyers and coordinators who have been called on by the Japan External Trade Organization (JETRO), consulting staffers advising on PR activities in overseas markets, and other staffers suggesting potential business opportunities that best match your needs.



■ SENSE OF WONDER NIGHT 2011

An international festival to present ideas on game prototypes and other game items. Participants with distinguished ideas—who have been selected from around the world—will be given the chance to make a presentation before game industry people.



*Note: The contents of the above events are current as of February 18, 2011. They may change if the situation so dictates. We will announce details and updates on the show areas through our press release materials.

■ Exhibition Outline

- Event Title: TOKYO GAME SHOW 2011
- 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 (planned)
- Period: September 15 (Thursday), 2011 Business Day 10:00—17:00
September 16 (Friday) Business Day 10:00—17:00
*Note: Entrance into the show during Business Days is restricted to
business visitors and members of the press.
September 17 (Saturday) Open to the Public 10:00—17:00
September 18 (Sunday) Open to the Public 10:00—17:00
*Note: The gate at the show may open at 9:30 a.m. during Open to the Public
if the situation so requires.
- Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1 through 8 and International Conference Center
- Expected Number of Visitors: 190,000
- Expected Number of Exhibitors: 180
- Expected Number of Booth Partition Units for Exhibitors: 1,500
- Admission Fee:
- Business Days: 5,000 yen
(for both at door and advance tickets available only to industry participants)
 - Open to the Public:
 - Adults (including junior-high school students): 1,200 yen (1,000 yen advance tickets)
 - Elementary School Students and Younger: Free
- *Note: See previous pages for details of the areas at the show.

[Exhibitor Registration Schedule]

- Application Deadline: June 3 (Friday), 2011
- Booth Allocation Meeting: June 15 (Wednesday), 2011
—for exhibitors who apply for 40 booth partition units or more (island booths)
June 22 (Wednesday), 2011
—for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
- Briefing Meeting: June 22 (Wednesday), 2011