



It's 20th celebration

Press Release

March 9, 2010

TOKYO GAME SHOW, it's 20th Celebration!!

Outline of TOKYO GAME SHOW 2010

September 16 (Thu) - 19 (Sun), 2010 at 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: Yasuo Hirata; Location: Minato-ku, Tokyo), will hold 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. As in previous years, the first two days will be "Business Day" while the latter two will be opened to the public.

***TOKYO GAME SHOW, its 20th Celebration,
aims to turn over a new leaf and move forward with a new midterm vision of becoming
"The No.1 Information Network in the Asian Region" and "The World's Largest Event!"***

The TOKYO GAME SHOW was launched in August 1996, and this year will feature the 20th celebration. Renowned for its full-fledged exhibition contents and substantial information transmission capacity, it is recognized as the one of the leading game shows in the world.

TOKYO GAME SHOW has evolved along with the development of the game industry, and we are now aiming for further growth and striving to establish ourselves as the world's largest computer entertainment show. We have established a midterm vision to become "The No. 1 Information Network in the Asian Region" and "The World's Largest Event."

For through enhancing the show's B2B and B2C functions, we are planning the programs to transmit the latest game information from Asia to the rest of the world, as well as to promote participation from the Asian region.

[New Programs Scheduled to be Introduced at TOKYO GAME SHOW 2010]

- Planning of the Asian Game Business Summit
- Programming of the Online ticket sales for overseas customers
- Planning of tours for visitors from outside Japan
- Installation of the International Exchange Zone
- Participation in the VISIT JAPAN Campaign
- Enhancement of the Business Matching System
- Installation of the International Career Pavilion
- Installation of the Asian Culture Hub in TGS
- Introduction of the Media Partner System
- Game Science Museum ...and more!

*Details on the above programs will be announced at a later date.



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New and Renewed Exhibition Corners to Meet Visitors Needs

At TOKYO GAME SHOW 2010, eight new zones will be introduced in commemoration of its 20th holding, while some zones from the last show will be renewed to further meet the needs of visitors and the evolving computer entertainment market.

■ General Exhibition Area

Showcasing digital entertainment-related products and services, including game software.



■ Merchandise Sales Area

(★Regulation partially changed this year)

Dedicated to selling game-related products. From this year, sales of game software will be allowed to companies (publishers) who are also exhibitors in the General Exhibition Area or other areas.



■ Family Area (★NEW: developed from the previous Kids' Area)

This area will exhibit home-use and arcade video games, game-related goods and services targeting children. From this year, there will be no limit on the number of game machines to be exhibited. The area will be opened to a wider range of exhibitors, also allowing sales of game-related goods targeting children at the booths. The aim is to make the area more enjoyable for families with children.

■ Game School Area

This area will introduce game-related schools for our future creators.



■ PC Online Game Business Area (★NEW)

This area will provide opportunities to present and discuss licensing, sales, and partnership regarding PC online games. Regardless of the size of the booth, this will surely prove to be a cost-effective means for exhibitors to promote products to general consumers as well as to businesses.

■ Game PC Area (★NEW)

Introducing high-performance game PCs, mother boards, graphic boards, processors, memories, and HDD for game PCs, as well as original game PC products and PC game software.

■ Audio-Visual & Gadget Area (★NEW)

For display of audio-visual equipment and gadgets to enhance the game-playing environment, including 3D televisions, LCD and plasma televisions, 5.1ch audio systems, headphones, controllers, and chairs specially manufactured for game playing.



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■ **Mobile Area (★NEW)**

This space provides for exhibitions of mobile phone contents and mobile-related products (including accessories and peripheral devices) designed for mobile terminals such as iPhone, Android, and Windows Phone.

■ **Business Solution Area**

This area dedicates to B2B purpose.

(Exhibitors may choose either the 2-Business-Day-Only Exhibition or the 4-Day Exhibition packages.)



■ **International Career Pavilion (★NEW)**

To meet the global need for hiring new talent by providing opportunities for companies and visitors from Japan and abroad to meet prospective employers and employees.

(Exhibitors may choose either the 2-Business-Day-Only Exhibition or the 4-Day Exhibition packages.)

Business Day Events and Programs

■ **Asian Game Business Summit (★NEW)**

As one of TOKYO GAME SHOW 20th celebration commemorative programs, we will invite key members of leading companies in the Asian game industry to present lectures and take part in panel discussions. The summit will also to serve as an opportunity to exchange opinions on the directions undertaken by different companies.

■ **International Business Consultation Area (★NEW)**

In collaboration with the Japan External Trade Organization (JETRO) and business coordinators from Asia, Europe, and the United States, consultation, and support services will be provided for companies in order to facilitate the smooth running of game businesses abroad.

■ **TGS Forum 2010 (★RENEWED)**

The TGS Forum, highly acclaimed in the past, will also be renewed with a front-line journalist from Nikkei BP as the moderator. Sessions will be hold focusing on international expansion, especially in the Asian region, as well as the future impact of IT and electronics technologies on the game industry.

A Change in the Regulations

In previous edition of TOKYO GAME SHOW, attendance on Business Day was by invitation only. From this year, Business Day Tickets (to be applied for by registering in advance) will be sold to affiliates in the game industry. The sale of Business Day Tickets will be limited to adults involved in game businesses.

- * The above change is being planned (as of the beginning of March 2010). The plan is subject to change depending on circumstances during the preparation period.
- * Details and updates on each of the areas will be announced at a later date.



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■ Exhibition 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 (planned)
Period:	September 16 (Thursday) Business Day (10:00 – 17:00) September 17 (Friday) Business Day (10:00 – 17:00) *Business Day is opened for only the 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) *Doors may open 30 minutes earlier than scheduled on the last two days.
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1~8 and International Conference Center
Exhibition Contents:	Please refer to the previous pages.

[Exhibitor Registration Schedule]

Application Deadline:	June 11 (Friday), 2010
Booth Allocation Meeting:	June 23 (Wednesday), 2010 —for exhibitors who apply for 40 booth partition units or more (island booths) July 1 (Thursday), 2010 —for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
Explanatory Meeting:	July 1 (Thursday)

[Media Schedule]

More details of the event, including exhibitor information and other plans and projects will be updated as necessary.