

TOKYO GAME SHOW 2012

Spreading Smiles Through Games

Press Release

June 28, 2012

Organizer's Information vol. 1

TOKYO GAME SHOW 2012 To Expand the Exhibition Scale

Advance Tickets and TGS Supporters Tickets go on sale on July 11!

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

The Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa; location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2012 over a four-day period from Thursday, September 20 to Sunday, September 23, 2012 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. The number of exhibitors and their names (as of June 26) was announced today, along with ticket information and other updates.

[TOKYO GAME SHOW 2012 (as of June 26, 2012)]

Number of Exhibitors: 171 companies

Number of Booths: 1,592 units

*See Exhibit 1 for details on exhibitors.

As many as 1,592 units are expected to exhibit in the event this year, which far exceeds last year's 1,250 units. Of the 171 exhibitors to date, 68 exhibitors from overseas are going to exhibit at this time, which is ultimately far higher than the final number of 63 overseas exhibitors last year. Not only Japanese game-related companies, but also international game-related companies are expected to provide information in a positive way at the TOKYO GAME SHOW 2012. Don't miss the wide variety of organizer's projects, including the TGS Forum, Asian Game Business Summit, "e-SPORTS" event, and Cosplayers event as well as company exhibitions.

The popular TGS2012 SUPPORTERS CLUB tickets (¥3,000 with privileges, tax inclusive) and advance tickets (¥1,000, tax inclusive) will go on sale on Wednesday, July 11. We will also be accepting "Advance Registration for Business Days," exclusively for those in the gaming industry, as we did last year.



TOKYO GAME SHOW Official Website: <http://tgs.cesa.or.jp/english/>

[Tickets for general visitors]

Advance tickets for general visitors and TGS2012 SUPPORTERS CLUB tickets with special privileges go on sale on Wednesday, July 11.

■ Advance tickets

- Sale date: Wednesday, July 11
- Price: Adult (junior high school age and older): ¥1,000 (tax inclusive)
- Sold at: TGS official website

■ TGS2012 SUPPORTERS CLUB tickets

- Sale date: Wednesday, July 11. Sale of these tickets will be finished as soon as the predetermined number of tickets sells out.
- Price: ¥3,000 (tax inclusive) *If they wish to receive privileges, these tickets will be required also for children of elementary school age or younger (excluding infant babies).
- Sold at: TGS official website
- Privilege: The package includes a TGS SUPPORTERS CLUB T-shirt and a special pin. Ticket holders will be given priority admission to the Show for a set period of time from the door open.
- Remarks: Please note that only a limit number of TGS 2012 SUPPORTERS CLUB tickets are available.

[Business Days registration]

The TOKYO GAME SHOW 2012 will welcome Business Days visitors who can be attended either one of the following two methods: "invitation ticket" or "Advance registration for Business Days." If you have an invitation ticket, admission is free. If you don't have, one will be issued after a preliminary review to confirm that you are in the gaming industry after you fill in the entry form on the "Advance Registration for Business Days" page on the TGS official website. Entries will be accepted from early August. These tickets can be used for admission during the two Business Days: Thursday, September 20 and Friday, September 21. The advance registration fee is 5,000 yen (tax inclusive).

[Organizer's Projects]

■ TGS Forum 2012

Keynote lectures as well as four special paid sessions -"Console Game Session," "Cloud Game Session," "Social Game Session," and "Gamification Session" - will be held. Details will be announced in July.

■ Asian Game Business Summit

"The Asian Game Business Summit" held last year will also be held this year. Details will be announced in July.

■ Cyber Games Asia

An "e-SPORTS" event will be held at a special site at Hall 1. Top players who have won preliminaries in Asia and Japan will be invited to participate in a competition centering around the game title such as the FPS. Details will be announced at a later date.

■ Cosplayers Event

Cosplayers event site will be expanded more than that of last year. A stage event attended by Cosplayers from Japan and overseas is scheduled to be held on the first public day. Details will be announced at a later date.

■TGS Tours

Domestic and international TGS official tours are planned this year as well. Tours from overseas include those from Asia, North America and Europe. These official tours combine accommodation for the day prior to admission and an entrance ticket with "jump-to-the-front-of-the-line" admission. Entries will be accepted at <http://tgs.cesa.or.jp/tour/en> within the official website of TOKYO GAME SHOW.

■TGS Official Goods

TGS official goods will be sold this year at TGS official shops inside and outside the venue during the show. The lineup will be expanded with a wider variety of products. Details will be announced at a later date.

--EVENT OUTLINE--

Event Title:	TOKYO GAME SHOW 2012	
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 20 (Thursday)	Business Day (10:00 – 17:00)
	September 21 (Friday)	Business Day (10:00 – 17:00)
	September 22 (Saturday)	Public Day (10:00 – 17:00)
	September 23 (Sunday)	Public Day (10:00 – 17:00)
	*Admissions on Business Days are limited to members of the industry and the media.	
	*On Public Days, the doors may be opened at 9:30 depending on circumstances.	
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1-8, and International Convention Center	
No. of visitors:	195,000 (estimated)	
No. of exhibitors:	171 companies and organizations (as of June 26)	
No. of booths:	1,592 units (as of June 26)	
Tickets:	Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive)	
	Elementary school age or younger: free	
	TGS Support Club: advance tickets ¥3,000 (tax inclusive)	

TOKYO GAME SHOW 2012 Exhibitors List (Alphabetical Order)

As of Jun. 26, 2012

General Exhibition Area	
ARC SYSTEM WORKS Co., Ltd.	
ASCII MEDIA WORKS INC.	
AVATRIP	Russia
Broadmedia Corporation	
Bushiroad Inc.	
Capcom Co.,Ltd.	
China Pavilion	China
Beijing Perfect World Network Technology Co., Ltd.	China
Chengdu Association of Sourcing Service	China
Chengdu Gocean Edu Group Co.,Ltd.	China
Cpssoft Co.,Ltd.	China
Cpssoft Training Center	China
Elven Studio	China
Guangzhou Aipai Network Technology Co.,Ltd	China
Hangzhou Xuanji Science&Technology Information Corporation	China
Nanjing Bbmf Information Technology Co., Ltd.	China
Nanjing Magic Cube Technology Co., Ltd.	China
Nanjing Nine Elements Film TV & Gartoon Co., Ltd.	China
NedDragon Websoft Inc.	China
Original Force 3D Animation Studio	China
Shanghai Giant Network Science & Technology Co., Ltd.	China
Shanghai Internatio Cultural Service and Trade Platform	China
Shanxi Bough Animation Company	China
Shanxi Huizhong Animation Technology Development Co., Ltd.	China
Shengqu Information Technology(Shanghai) Co., Ltd.	China
Zhejiang Sinour Industry Co., Ltd.	China
Zhejiang Zhongnan Animation Co., Ltd.	China
D3 PUBLISHER INC.	
ENTERBRAIN, INC.	
GameSalad	
G-cluster Global Corporation	
GDC China	China
gloops, Inc.	
G-mode Co., Ltd.	
GREE, Inc.	
KONAMI	
KOZIN-MON/KGS/SOGOGAKUEN HUMANACADEMY	
LEVEL-5 Inc.	
MEDAROT INC	
MUNAZO INC.	
NADESHIKO STYLER	
NAMCO BANDAI Games Inc.	
PROTOTYPE CO., LTD.	
Scanavo Manufacturing Hong Kong Ltd.	Hong Kong
SECT INTERNATIONAL CORPORATION	
SEGA CORPORATION	
SIGGRAPH Asia 2012	Singapore
Sony Computer Entertainment Inc.	
SQUARE ENIX CO., LTD.	
SteelSeries	Denmark
Taiwan Game Pavilion	Taiwan
Art and Mobile Entertainment Co., Ltd.	Taiwan
Dept. of Multimedia and Game Science, Luningwa University of Science and Technology	Taiwan
International Games System Co., Ltd.	Taiwan
MOBAGEL INC.	Taiwan
X-LEGEND Entertainment Co., Ltd.	Taiwan
XPEC Entertainment Inc.	Taiwan
Taiwan External Trade Development Council	Taiwan
TECMO KOEI GAMES CO., LTD.	
VUZIX Corporation	USA
Wizards of the Coast LLC	USA
Zhejiang Pavilion	China
FanFan Comic Technology Co., Ltd.	China
Hangzhou StarQ Information Technology Co., Ltd.	China
Zhejiang Dishun Tech. Co., Ltd.	China
Zhejiang Zhongnan Group Cartoon and Animation Television Co., Ltd.	China
Merchandise Sales Area	
5pb./SCIENCE ADVENTURE TEAM	
AVerMedia Technologies, Inc.	
Bushiroad Inc.	
Capcom Co.,Ltd.	
COSPA inc.	
D3 PUBLISHER INC.	
GAMETECH CO., LTD.	
G-mode Co., Ltd.	
KONAMI	
NAMCO BANDAI Games Inc.	
Nikkei Business Publications, Inc.	
PikattoAnime	
SAN-EI CO., LTD.	
SANWA DENSHI Co., Ltd.	
SEGA CORPORATION	
SQUARE ENIX CO., LTD.	
SQUARE ENIX MUSIC	
TOYPLA	
Family Area	
IUPGAMES Inc.	
Alchemist, Inc.	
Bushiroad Inc.	
Capcom Co.,Ltd.	
KONAMI	
LEVEL-5 Inc.	
NAMCO BANDAI Games Inc.	
SEGA CORPORATION	
SQUARE ENIX CO., LTD.	
PC Game Area	
CyAC	
XNT LIMITED	Hong Kong
Game Device Area	
Answer Co., Ltd	
AVerMedia Technologies, Inc.	
NK TRADING	
RAZER USA LTD.	Singapore
rossomodello	
Turtle Beach	USA

Game School Area	
Anabuki College Group	
Arts College YOKOHAMA	
Aso Business Computer Fukuoka College	
Be-MAX	
Carnegie Mellon University Entertainment Technology Center	
ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
Higashi-Nihon Design & Computer College	
JAPAN ELECTRONICS COLLEGE	
Kanagawa Institute of Technology	
Kobe Institute of Computing - College of Computing	
Kyushu Designers Gakuin College	
NAGOYA KOUGAKUIN COLLEGE	
NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY	
Niigata Computer College	
Niigata High Technology College	
Numazu Professional Training College of Business and Information Technology	
Osaka Electro-Communication Univ. Department of Digital Games	
Osaka Sogo College of Design Contents Lab	
OTA INFORMATION & BUSINESS COLLEGE	
Professional Training College Tokyo Net Wave	
SHOBI UNIVERSITY	
SOGOGAKUEN HUMAN ACADEMY	
TAKARAZUKA UNIVERSITY	
Tohoku Computer College	
TOKYO COMMUNICATION ARTS (Jikei Gakuen COM Group)	
TOKYO DESIGN TECHNOLOGY CENTER	
TOKYO DESIGNER GAKUIN COLLEGE	
Tokyo Jitsugyo High School	
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
World Institute of Zeal artists for digital and technology	
Yokohama Digital Arts College	
Smartphone Game Area/Social Game Area	
IUPGAMES Inc.	
B-WOODS,Inc.	
City of Sapporo	
COLOPL, Inc.	
eitarosoft,inc.	
FUJI TELEVISION NETWORK, INC.	
Geisha Tokyo Entertainment Inc.	
GMO Internet, Inc.	
HAYABUSA, Inc.	
HEART BIT Inc.	
Hokkaido Information and Communication Technology Association	
Hokkaido Information University	
JSC Games	South Korea
MOONGA	Switzerland
QueryEye Inc.	
SEARCH FIELD	
SHINTEC COMPANY LIMITED	
SK planet Co., Ltd.	South Korea
TEAM ACTION ZONE	Finland
TRISTAR	
Video Games Chile	Chile
Amnesia Games	Chile
ARCOS	Chile
DUOC UC	Chile
Epig Games	Chile
Gamaga	Chile
Games for Food	Chile
IGDA Chile	Chile
IguanaBee	Chile
Trutruka	Chile
Universidad de Pacifico	Chile
Universidad Tecnica Federico Santa Maria	Chile
WE ARE ENGINEERING, INC.	
WeMade Entertainment Co., Ltd.	South Korea
YouMind Co., Ltd.	
Asia New Stars Area	
Indonesian Game Studios	Indonesia
Agate Studio	Indonesia
Altermyth Game	Indonesia
Jotter Production	Indonesia
Komodoz	Indonesia
Iran National Foundation of Computer Game	Iran
Business Solution Area	
6waves	Hong Kong
Appirts Inc.	
Architect Co., Ltd.	
Arriba Entertainment, Inc.	
BRAINSTORM CO., LTD.	
CR1 Middleware Co., Ltd.	
DAGMUSIC LTD.	
Enzyme Labs	
Fontworks Inc.	
Keywords International Co., Ltd.	Ireland
Morisawa Inc.	
Puresound Inc.	
QLOC S.A.	Poland
Sungura, Inc.	
Cloud/Data Center Pavilion	
FORUM8 Co., Ltd.	
Internet Initiative Japan Inc.	
KANEMATSU ELECTRONICS LTD.	
KVH Co., Ltd.	
Business Meeting Area	
Capcom Co.,Ltd.	
Danal Games	South Korea
eitarosoft,inc.	
SK planet Co., Ltd.	South Korea
TECMO KOEI GAMES CO., LTD.	
VIRTUOS	China