

TOKYO GAME SHOW 2012

Spreading Smiles Through Games

Press Release

September 11, 2012

Top e-SPORTS Players in Asia to Compete! “Cyber Games Asia (CGA)” Hosting the Inaugural Game as a TGS2012 Organizer’s Project

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 inaugural e-SPORTS games “Cyber Games Asia (CGA)” as an organizer’s project from Saturday, September 22 to Sunday, September 23, 2012 at Makuhari Messe, Chiba.

The CGA is an international competition in which top players and teams from different parts of Asia, including Japan, participate at the TOKYO GAME SHOW 2012 venue.

“Cyber Games Asia” Event Outline

- Event Title: Cyber Games Asia
- Organized by: Computer Entertainment Supplier’s Association (CESA)
/Nikkei Business Publications, Inc. (Nikkei BP)
- Cooperation by: TechnoBlood Inc. (in charge of operation)
- Event dates: Saturday, September 22 to Sunday, September 23, 2012
- Venue: Special Site in Exhibition Hall 1, Makuhari Messe
- Sponsors: ALIENWARE (official game PC supplier)
(alphabetical order) JIN
LG Electronics Japan (official monitor supplier)
NEXON
- Website: <http://tgs.cesa.or.jp/cga/en/>

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

***Schedule (Subject to change):**

Saturday, September 22 10:30 - 17:00:

“Sudden Attack Japan-Korea Exhibition Match 2012”

“Sudden Attack” is a First Person Shooter (FPS) game that is popular in Japan. This is a Japan-Korea exhibition match in which two Japanese teams that have won national preliminaries (online) challenge two teams representing Korea. The Korean players selected are among the best players in the world, and spectators can experience the true essence of e-SPORTS at the event.

*Special site (Japanese only): http://sa.nexon.co.jp/campaign/tokyo_game_show_2012.aspx

Event operator: NEXON

Sunday, September 23 12:30 - 14:00:

”Puyopuyo Student King Deciding Match”

Operated and coordinated by: TechnoBlood/e-Sports Students Promote Association (eSPA)

“Puyopuyo Student King Deciding Match” is a tournament that brings together student players of the “Puyopuyo Fever” puzzle game to decide the strongest student “Puyoler.” This event will be held in cooperation with e-Sports Students Promote Association (eSPA).

* Tickets will be available on the day and we request that you come directly to the venue.

Sunday, September 23 14:30 - 16:30:

“FIFA 2012 Champion Tournament in TGS”

Operated and coordinated by: TechnoBlood/Tokyo Game Night!! (TGN)

The “FIFA 2012 Championship Tournament in TGS” is an event in which the top 16 players of the famous soccer title “FIFA 2012” in Japan compete. The players, who have all taken part in many domestic and international competitions, will stage a professional-level competition.

* Tickets will be available on the day and we request that you come directly to the venue.

***What is e-SPORTS?**

e-SPORTS is a game played mainly using a match-up video game. The behavior of players is digitized and the game is played on computers. This is a new sport created by an information society. Highly competitive games are used for e-SPORTS, requiring good reflexes and good handling skills, quick situational judgment, and strong team cooperation. People of all generations enjoy e-SPORTS.

***About TechnoBlood**

The company provides support business to Internet cafés and content holders in Japan through comprehensive distribution services of contents and solutions. The company also supports event planning and operation focusing on e-SPORTS at Internet cafés.

Contact for inquiries from the public about “Cyber Games Asia”:

Email: onlinegame@technoblood.com

TOKYO GAME SHOW 2012

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: 207 companies and organizations (as of August 30)

No. of booths: 1,607 units (as of August 30)

Tickets(Public Day): Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive)
Elementary school age or younger: free