

TOKYO GAME SHOW 2013

GAMES: Limitless Evolution

PRESS RELEASE

July 5, 2013

TOKYO GAME SHOW 2013

Welcomes 186 Exhibitors

Advance Ticket and TGS Supporters Tickets go on sale on July 10

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

TOKYO GAME SHOW 2013, held by the Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada), hereby announces the number of expected exhibitors and their names as of July 1, as well as ticket information.

As of July 1, as many as 186 companies and organizations are expected to participate in the event this year, which exceeds last year's 171 at the same period. Of these 186 exhibitors, 52 will participate from overseas, and this number is expected to eventually top 83, which is the final total number of overseas exhibitors recorded last year.

Sweden and Switzerland will make their debut at the international pavilion. Countries and regions including China, Finland, Germany, Hong Kong, Ireland, Israel, Luxembourg, Macau, the Netherlands, Poland, South Korea, Spain, Taiwan, Thailand, and the United States will also participate in the exhibition.

In the "Asia New Stars Area", which was newly created last year, innovative companies represent Indonesia, Malaysia, and Vietnam (continued participation from last year), as well as companies from the Philippines and Singapore (newcomers) will open their booths.

*See the attachment for the list of exhibitors.

As an added attraction, we will set up the "Indie Games Area" for independent game developers this year, and we are now in the process of selecting applicants who will exhibit their work. We expect that more than 30 exhibitors or more will open booths in this area, many of them come from overseas.

In addition, we will newly create the "Cloud Gaming Area" and "Romance Simulation Game Area," which have already contributed to drawing attention from a large number of newcomers.

TOKYO GAME SHOW 2013 will be held just prior to the launch of new gaming platforms. Don't miss the latest information provided globally from Tokyo regarding computer entertainment for all kinds of platforms in different genres.

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/english>

◆ Ticket sales information

The popular TGS 2013 SUPPORTERS CLUB tickets (¥3,000 with privileges, tax inclusive) and advance tickets (¥1,000, tax inclusive) will go on sale on Wednesday, July 10. We will also be accepting Business Day advance registration, exclusively for those in the gaming industry, as we did last year. (*See the attachment for ticket information.)

【Tickets for general visitors】

Advance tickets for general visitors and TGS 2013 SUPPORTERS CLUB tickets with special privileges go on sale on Wednesday, July 10.

■ Advance tickets

- Sale date: Wednesday, July 10 to Friday, September 20
- Price: Adult (junior high school age and older): ¥1,000 (tax inclusive)
- Sold at: TGS official website.

■ TGS 2013 SUPPORTERS CLUB tickets

- Sale date: Wednesday, July 10. 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 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 when the doors open.
- Remarks: SUPPORTERS CLUB tickets will be sold in two batches. Batch one will go on sale July 10, and batch two on August 19. Please note that a limited number of TGS 2013 SUPPORTERS CLUB tickets are available.

【Business Days tickets】

To attend the business day of The TOKYO GAME SHOW 2013, invitation-based registration is needed. If you have an invitation, registration is free. If you don't have an invitation for registration, please apply from the entry form on the "Advance Registration for Business Days" page on the TGS official website. After a preliminary review to confirm that you are in the gaming industry, invitation will be offered.

The Advance Registration system for Business day will be opened from early August. These tickets can be used for admission during the two Business Days: Thursday, September 19 and Friday, September 20. The advance registration fee is 5,000 yen (tax inclusive).

TOKYO GAME SHOW 2013 Event Outline

Event Title: TOKYO GAME SHOW 2013

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 19 (Thursday) Business Day 10:00 – 17:00
September 20 (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 21 (Saturday) Public Day 10:00 – 17:00
September 22 (Sunday) Public Day 10:00 – 17:00
*Note: Show may open at 9:30 a.m. during Public Day, depending on the situation.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1-9 / Event Hall / International Conference Halls

Number of visitors: 200,000 (estimated)

Number of exhibitors: 186 (as of July 1)

Admission (Public Days): Adults: (including junior-high school students): 1,200 yen (1,000 yen advance tickets)
Elementary School Students and Younger: Free
TGS Support Club: advance tickets ¥3,000 (tax inclusive)

General Exhibition Area	
AMD Japan Ltd.	
ARC SYSTEM WORKS Co., Ltd.	
Bethesda	
Broadmedia Corporation	
Bushiroad Inc.	
Capcom Co.,Ltd.	
Carnegie Mellon University Entertainment Technology Center	
DENGEKI	
ELECTRONIC ARTS K.K.	
ENTERBRAIN, INC.	
G-cluster Global Corporation	
GREE, Inc.	
GungHo Online Entertainment, Inc.	
HAPPINET CORPORATION	
HOLLAND GAME FRONT	Netherlands
i-style Project	
MEDAROT INC.	
Microsoft Japan Co., Ltd.	
MORI GAMES CO., LTD.	
NAMCO BANDAI Games Inc.	
NIHON FALKOM CORPORATION	
Numark	USA
PROTOTYPE CO., LTD.	
SEGA Corporation	
Sony Computer Entertainment Inc.	
SQUARE ENIX CO., LTD.	
SteelSeries	USA
Sweden Pavilion	Sweden
SWISS GAMES	Switzerland
Taiwan Game Pavilion	Taiwan
ACHTUNG!	Taiwan
Art and Mobile Entertainment Co. Ltd.	Taiwan
Creativity In The Making, Ltd.	Taiwan
Dept. of Multimedia and Game Science, Lunghwa University of Science and Technology	Taiwan
Interserv International Inc.	Taiwan
Joymaster Inc.	Taiwan
MacroWell OMG Digital Entertainment Co., Ltd.	Taiwan
MBOX Co., Ltd.	Taiwan
NoahGames Studio Inc.	Taiwan
PlayCoo Corporation	Taiwan
Unalis Corporation	Taiwan
XPEC Entertainment Inc.	Taiwan
Zealot Digital International Corp.	Taiwan
Taiwan External Trade Development Council	Taiwan
TECMO KOEI GAMES CO., LTD.	
Vuzix Corporation	USA
Wargaming Japan Ltd.	
Merchandise Sales Area	
5pb./SCIENCE ADVENTURE TEAM	
Alchemist, Inc.	
ARC SYSTEM WORKS Co., Ltd.	
Bushiroad Inc.	
Capcom Co.,Ltd.	
COSPA inc.	
Danganronpa Kibougamine High School Store	
DEZAEGG Co.,Ltd.	
Mad Catz Co., Ltd.	
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	
Surfers paradise	
TOYPLA	
Family Area	
Alchemist, Inc.	
Broadmedia Corporation	
Bushiroad Inc.	
Capcom Co.,Ltd.	
G-cluster Global Corporation	
HappyMeal Inc.	
KONAMI	
NAMCO BANDAI Games Inc.	
SEGA Corporation	
SQUARE ENIX CO., LTD.	
The Location Inc.	
Game School Area	
Anabuki College Group	
ARS Computer College	
Arts College YOKOHAMA	
Aso Business Computer Fukuoka College	
ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
Higashi-Nihon Design & Computer College	
Hokkaido Information University	
JAPAN ELECTRONICS COLLEGE	
Kanagawa Institute of Technology	
Kobe Institute of Computing - College of Computing	
Kyushu Designers Gakuin College	
NAGOYA KOGAKUIN 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 Academy of Entertainment Design	
Osaka Electro-Communication Univ. Department of Digital Games	
OSAKA SOGO COLLEGE OF DESIGN	
OTA INFORMATION & BUSINESS COLLEGE	
Professional Training College Tokyo Net Wave	
SHOBI UNIVERSITY	
SOGOGAKUEN HUMAN ACADEMY	
Special School Be-MAX	
TAKARAZUKA UNIVERSITY MEDIA CONTENT IN TOKYO	
Tohoku Computer College	
TOKYO COMMUNICATION ARTS (JIKEI COM GROUP)	
TOKYO DESIGN TECHNOLOGY CENTER (JIKEI COM GROUP)	
TOKYO DESIGNER GAKUIN COLLEGE	
Tokyo Jitsugyo High School	
Tokyo University of Information Sciences	
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
VANTAN GAME ACADEMY	
World Institute of Zeal artists for digital and technology	

Smartphone Game Area/Social Game Area	
6waves	Hong Kong
CRYPTON FUTURE MEDIA, INC.	
Game-Saver	
Geisha Tokyo Entertainment Inc.	
HappyMeal Inc.	
HAYABUSA, Inc.	
Internet Initiative Japan Inc.	
JSC GAMES Co.,Ltd.	South Korea
Macau Cultural Industry Association Board Games	Macao
Nordau Creative	Israel
QueryEye Inc.	
Rayark Inc.	Taiwan
SEARCH FIELD Inc.	
SECRET CHARACTER	Thailand
SMACON Co., Ltd.	
SPEC COMPUTER CO., LTD.	
WE ARE ENGINEERING, INC.	
WAVEMOTION INC.	
ZZYZX Inc	
Game Device Area	
Answer Co., Ltd	
AVerMedia Technologies, Inc.	Taiwan
KOZIN-MON Extended Tactics	
Mad Catz Co., Ltd.	
ROOMWORKS	
TURTLE BEACH	USA
UNIVERSAL BUSINESS TECHNOLOGIES CORPORATION	
ZOX CO.,LTD.	
Cloud Gaming Area	
NTT Plala Inc.	
Ubitus Inc.	
Romance Simulation Game Area	
ARCANA FAMIGLIA	
eitarosoft,inc.	
Elementree,Inc.	
SUNCORPORATION	
Voltage Inc.	
ZZYZX Inc	
Cosplay Area	
COSPA inc.	
NI Co., Ltd.	
SMKT co.,ltd.	
Business Solution Area	
Apprits Inc.	
Architect Co., Ltd.	
Arxan Technologies Japan	
Binari Sonori Asia K.K	
CREEK & RIVER Co., Ltd.	
CRI Middleware Co., Ltd.	
DAGMUSIC LTD.	
Enzyme Labs	
Fontworks Inc.	
Fuji Xerox Co., Ltd.	
GASH PLUS COMPANY LIMITED	Taiwan
Keywords International Co., Ltd.	Ireland
Lideli	
Metaps Inc.	
Morisawa Inc.	
NextStage CO.,LTD	
Ringmasters LLC	
SunFlare Co.,Ltd.	
ZPLAY	China
Cloud/Data Center Pavilion	
at+ink	
Brocade Communications Systems K.K.	
CLARA ONLINE, INC.	
KANEMATSU ELECTRONICS LTD.	
MONOBIT Inc.	
TELINDUS TELECOM LUXEMBOURG	Luxembourg
Asia New Stars Area	
ASEAN-JAPAN CENTRE	
INDONESIAN GAME STUDIOS	Indonesia
MALAYSIA GAME STUDIOS	Malaysia
Fun & Cool Ventures	Malaysia
LEMON SKY ANIMATION	Malaysia
PHILIPPINES GAME STUDIOS	Philippines
PODD	Philippines
SINGAPORE GAME STUDIOS	Singapore
VIETNAM GAME STUDIOS	Vietnam
GLASS EGG DIGITAL MEDIA	Vietnam
SOHA GAME	Vietnam
Vietnam Communications Corporation	Vietnam
Business Startup Area	
NETCH Co.,Ltd	
Shanghai Arts United Software Co., Ltd.	China
Business Meeting Area	
App Annie	China
Apprits Inc.	
Arxan Technologies Japan	
BIGBAND	South Korea
CABALS THE CARD GAME	Finland
dts Japan Inc.	
Games from Spain	Spain
gloops, Inc.	
GungHo Online Entertainment, Inc./GRAVITY Co.,Ltd./NEOCYON INC.	
KONAMI	
LEMON SKY ANIMATION	Malaysia
LEVEL-5 Inc.	
Playdek	USA
QLOC S.A.	Poland
Shanghai Arts United Software Co., Ltd.	China
SNK PLAYMORE	
VIRTUOS	China
Zucks, Inc.	