



## FOR IMMEDIATE RELEASE

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Cohn & Wolfe for E<sup>3</sup>

# E<sup>3</sup> UNVEILS AGENDA FOR 2006 VIDEO GAME BUSINESS CONFERENCE PROGRAM

**34 Sessions Led by More Than 175 Industry Leaders  
Examine Next Generation Trends and Successful Business Models**

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WASHINGTON, DC, March 14, 2006 – The 2006 Electronic Entertainment Expo (E<sup>3</sup>) conference and workshop program will include more than 175 video game industry experts who will explore key industry issues in the areas of business strategy, technology and creativity, and marketing analysis, the Entertainment Software Association (ESA) announced today. The conference program will be held May 9-11 at the Los Angeles Convention Center.

Conference tracks for 2006—“Creativity and Technology” Taking Control of the Next Generation of Gameplay”, “Business Strategy: Embracing a New Set of Best Practices”, and “Market Analysis: Understanding the New Digital Entertainment Landscape”—will examine a wide variety of critical subjects affecting the video game business. Topics will include: secrets of the best-selling titles; management of business risk; mobile game opportunities; the integration of entertainment; and new trends in game development. (Please see full list of sessions below.) In addition to conference sessions, E<sup>3</sup> 2006 will offer a series of in-depth workshops and special midday sessions on Tuesday, May 9, which will provide attendees with a more in-depth look at key business issues.

Attendees can register for the conferences and workshops at [www.e3expo.com](http://www.e3expo.com), where daily schedules and additional conference program information are posted. Please note: E<sup>3</sup> Conference Program alumni from 2004 and 2005 will receive a special discounted rate (a savings of more than \$200) if registered by April 7, 2006. The following conference sessions will be held May 10 and 11 at the Los Angeles Convention Center. (Please note: check [www.e3expo.com](http://www.e3expo.com) as speakers are being added daily.)

## **CONFERENCE SESSIONS**

### **TRACK 1: Creativity and Technology: Taking Control of the Next Generation of Gameplay**

- **The Inner Game: What Goes into the Industry's Best-Selling Titles**  
**Moderator:** Eric Zimmerman, Co-Founder and CEO - gamelab  
**Panelists:** Louis Castle, Vice President, Creative Development - Electronic Arts - Los Angeles  
Kelly Flock, Executive Vice President of Worldwide Publishing - THQ, Inc.  
Julien Gerighty, Senior Producer - Ubisoft Entertainment (Splinter Cell Double Agent)  
Tetsuya Mizuguchi, Chief Creative Officer - Q Entertainment (Meteos, Lumines)  
Peter Molyneux, Managing Director - Lionhead Studios (The Movies)  
Richard Rouse, III, Director of Game Design - Midway Games (The Suffering)

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**TRACK 1: Continued**

- **Franchise Power: Understanding the DNA of the Industry's Greatest Games**  
**Moderator:** Jeff Green, Editor-in-Chief, Computer Gaming World - Ziff Davis  
**Panelists:** Ed Boon, Creative Director - Midway Games (Mortal Kombat)  
Grant Collier, President - Infinity Ward (Call of Duty series)  
Soren Johnson, Designer and Programmer - Firaxis Games (Civilization IV)  
Hanno Lemke, General Manager - Electronic Arts, Vancouver (Need for Speed series)  
Yannis Mallat, Vice President of New Intellectual Property - Ubisoft Entertainment (Prince of Persia series)
- **Cracking the Code of Creativity: Drawing Novelty, Awe, and Adventure from Traditional Genres**  
**Moderator:** N'Gai Croal, General Editor, Technology - Newsweek  
**Panelists:** Lucy Bradshaw, VP, Head of Production and Development - Maxis (Spore)  
Rob Kay, Lead Designer - Harmonix (Guitar Hero)
- **Massively Cross-Platform: Closing in on the Dream of One Game, Many Platforms**  
**Moderator:** Jessica Mulligan, Author/Consultant  
**Panelists:** Laura Fryer, Director Advance Technology Group - Microsoft Game Studios  
Richard Garriott, Executive Producer - NCsoft  
Ichiro Otake, Chief Strategist - Square Enix Co., Ltd  
John Smedley, President - Sony Online Entertainment  
Mike Yuen, Senior Director, Gaming Group - QUALCOMM Internet Services
- **Perfecting the Mix of Story, Character Development, and Interactivity**  
**Moderator:** Ian Davis, Ph.D., CEO and Founder - Mad Doc Software, LLC (Empire Earth 2)  
**Panelists:** David Cage, CEO and Founder - Quantic Dream (Indigo Prophecy)  
Richard Dansky, Lead Clancy Writer - Ubisoft Entertainment  
David Jaffe, Game Director - Sony Computer Entertainment America (God of War)  
Marc Laidlaw, Writer/Game Designer - Valve Software (Half-Life, Half-Life 2)  
Neil Young, Vice President, General Manager - Electronic Arts - Los Angeles
- **How Mobile Game Creators are Using High-Speed Networks and High-end Handsets to Make Wireless Games Better**  
**Panelists:** Eric Albert, Head of North American Operations – Gameloft  
Satoshi Nakajima, Chief Technology Officer - Square Enix Co., Ltd  
Robert Nashak, Chief Creative Officer - Glu Mobile  
Eberhard Schoneburg, Chief Executive Officer - Artificial Life (V-girl)  
Lincoln Wallen, Chief Technology Officer - Electronic Arts Mobile
- **Sneak Peeks: Behind the Scenes of Three Upcoming Blockbuster Titles**  
**Moderator:** Geoff Keighley, Contributing Writer - Business 2.0  
**Panelists:** Cliff Bleszinski, Lead Designer - Epic Games (showing Gears of War)  
Other panelists to be announced shortly.

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**TRACK 2: Business Strategy: Navigating New Avenues of Success**

- **Persistent World Possibilities: Taking the Online Experience to the Next Level**  
**Moderator:** Richard Vogel, consultant  
**Panelists:** Jeff Anderson, President and CEO - Turbine, Inc.  
John Blakely, Senior Producer - Sony Online Entertainment  
Mike Goslin, Vice President of Virtual Reality Studio - Walt Disney Internet Group (Pirates of the Caribbean)  
Joe Keene, Co-Chairman & CEO - Perpetual Entertainment (Gods & Heroes, Star Trek Online)  
Chris Lee, Senior Manager of Publishing, Strategy & Planning Group - Webzen, Inc.
- **When Media Giants Muscle In: Why the Game Industry Should Care about the Acquisition Appetite of News Corp., Viacom, and Others**  
**Moderator/Panelist:** Gene Mauro, Owner - Mauro Media, LLC  
**Panelists:** Graham Hopper, Senior VP and General Manager, Buena Vista Games  
Ross Levinsohn, President - Fox Interactive Media  
Stuart Snyder, General Manager - Game Tap, Turner Gaming  
Jeff Yapp, Executive Vice President - MTV Networks Music and Logo Enterprise Group
- **Inside the Production Pipeline: Managing Costs, Expectations, and Competition**  
**Moderator:** Emilie 'Tobi' Saulnier, Chief Executive Officer & Founder - 1st Playable Production  
**Panelists:** Andrew Ayre, Founding Partner & Co-President - Foundation 9 Entertainment  
Elizabeth Loverso, Director of Product Development - Ubisoft Entertainment  
Samantha Ryan, Chief Executive Officer - Monolith Productions
- **The Next Frontier in Funding: How Hedge Funds, Foreign Money, and Non-traditional Financing are Creating Opportunity for Gamemakers**  
**Moderator:** Michael Gartenberg, Vice President and Research Director - Jupiter Research  
**Panelists:** Craig Cooper, General Partner - Softbank Capital Partners  
Andrew Goldman, CEO, Director of Production - Pandemic Studios  
Daniel James, Chief Executive Officer - Three Rings Design, Inc.  
Mark Kern, President and CEO, Red 5 Studios  
Michael Pole, CEO - Trilogy Studios
- **Casual Game World Tour: Learning from the Best that Asia and Europe Have to Offer**  
**Panelists:** David Moon, Head of Games Business Group - NHN USA  
Timo Soininen, CEO - Sulake Labs (Habbo Hotel)  
Calvin Yoo, Director, International Business Development - Nexon Corporation (Kart Rider)
- **In-game and Around-game Ad Update: The Marketer's Perspective**  
**Moderator:** Dave Madden, Executive VP Sales & Marketing - WildTangent, Inc.  
**Panelists:** Carol Kruse, Vice President Interactive Marketing - Coca Cola  
Monika Madrid, Senior Manager, Strategic Sales & Partnerships - Ubisoft Entertainment  
David Rubin, Brand Development Director - Unilever (Axe)

**TRACK 2: Continued**

- **Future Shock or Smooth Sailing Ahead: How Game Industry Leaders are Managing Risk**

**Panelists:** Lee Jacobsen, Vice President of Business - Midway Games  
Dan Kelly, Vice President of Global Business Development - THQ, Inc.  
Jon Niermann, Senior VP and Managing Director Asia Publishing - Electronic Arts

**TRACK 3: Marketing Analysis: How to Read the Market Ahead of the Competition**

- **Startup Strategies: Where Opportunities Still Exist**

**Moderator:** Jason Della Rocca, Program Director - International Game Developers Association

**Panelists:** Erik Bethke, CEO and Founder - Go Pets (Go Pets)

Michael Scandizzo, President - Castaway Entertainment

Warren Spector, President - Junction Point Studios, Inc.

Gordon Walton, consultant

- **Reaching the Connected Consumer: Tapping Their Personal Networks and Power of Persuasion**

**Panelists:** Kathleen Gasperini, Senior Vice President - Label Networks

Jillian Goldberg, Vice President Marketing - Electronic Arts

Bill Stone, Chief Operating Officer, Amp'd Mobile

- **Entertainment Business Summit: Where the Increased Integration of Music, Movies, TV, and Games is Headed**

**Panelists:** Mark Caplan, Executive Director Interactive - Sony Pictures Consumer Products

Emily Della Maggiora, Vice President - Nielsen Interactive Entertainment.

Nick Earl, Vice President and General Manager - Electronic Arts

Bill Kispert, Vice President of Interactive - Universal Studios

- **Profiting from Innovative Online Communities**

**Panelists:** Greg Canessa, Group Manager, Xbox Live Arcade - Microsoft Corporation

Michael Cassidy, CEO and Founder - XFire, Inc.

Chip Lange, Vice President, Marketing EA Online - Electronic Arts

Cory Ondrejka, Vice President of Product Development - Linden Lab (Second Life)

- **World View: Analysts Take Measure of the Global Marketplace**

**Moderator:** Michael Pachter, Senior Analyst - Wedbush Morgan Securities

**Panelists:** Anita Frazier, Entertainment Industry Analyst - The NPD Group (USA)

Ben Keen, Chief Analyst - Screen Digest (UK)

Antonio Tambunan, Associate Director, Head of Asia - Bear Stearns Asia (Korea, China)

- **The Wireless Revolution: Where to Seize Opportunity in the New Mobile Game Marketplace**

**Moderator:** Eric Goldberg, Managing Director - Crossover Technologie

**Panelists:** Eric Bilange, Chief Technology Officer - MFORMA

Minard Hamilton, Executive Vice President of Sales and Marketing - JAMDAT Mobile, Inc.

Paul Maglione, President - Vivendi Universal Games Mobile

Alan Welsman, VP of European Product Management and Marketing - InfoSpace

Midori Yuasa, General Manager and Senior Vice President - Capcom Mobile & Interactive Media

**TRACK 3: Continued**

- **The New Gamemaker: Trends in Game Making and Publishing**  
**Moderator:** Ben Sawyer, Co-founder - Digitalmill  
**Panelists:** Amy Bendotti, Senior Recruiter - Monolith Productions  
Sarah Branscom, Manager of Human Resources - High Moon Studios  
Alan Yu, Director, Studio Artist & Repertoire - Electronic Arts - Los Angeles

In addition to conference sessions, twelve in-depth workshops will be offered on May 9, including:

**WORKSHOP SESSIONS**

- **Partnering with Madison Avenue: How to Profit from the Prominence of Games**  
**Moderator:** Michael Goodman, Senior Analyst, Media & Entertainment Strategies - Yankee Group  
**Panelists:** Craig Allen, Chief Executive Officer - Spark Unlimited (Call of Duty: Finest Hour)  
Kevin Browne, General Manager, New Media & Franchise Development, Xbox Live – Microsoft Corporation  
Arden Doss, Managing Director - Propaganda GEM  
Louis Figueroa, Director of Business Development - Sony Online Entertainment  
Julie Shumaker, Director of Videogame Advertising - Electronic Arts
- **Casual Games Update: How New Business Models are Accelerating the Growth of Today's Game Marketplace**  
**Moderator:** John Welch, President and CEO - PlayFirst, Inc.  
**Panelists:** Mike Burns, CEO and Chief Creative Officer - Fuel Industries  
James Gwertzman, Director of Business Development - PopCap Games  
James Smith, Producer - Reflexive Entertainment  
Alex St. John, Chief Executive Officer & Co-founder - WildTangent, Inc.  
Dave Williams, CMO and General Manager, Games – Atom Entertainment
- **New Rules in Play: Deciphering the Modern-Day Game Deal**  
**Moderator:** Joshua Grode, Partner - Liner Yankelevitz Sunshine & Regenstreif LLP  
**Panelists:** Carianne Brown, Director of Motion Picture and Television Music - Universal Music Publishing  
Germaine Gioia-Horner, Vice President of Licensing - THQ Inc.  
Patrick O'Brien, Vice President Business Affairs - Electronic Arts  
Tim Riley, Worldwide Executive of Music - Activision, Inc.
- **Next-Gen Game Design: How the New Consoles Stack Up**  
**Moderator:** Trent Ward, Creative Director – Backbone Entertainment  
**Panelists:** Mario Coculuzzi, Senior Producer - Ubisoft Studios - Montreal (King Kong)  
Don Daglow, President and CEO - Stormfront Studios  
Mike Kulas, President and Founder - Volition (Saints Row)  
Alain Tascan, Vice President and General Manager - Electronic Arts - Montreal
- **Where Games Fit into the New Digital Economy**  
**Moderator:** Richard Ow, Director, Games - The NPD Group  
**Panelists:** Shawn Hardin, Vice President, Content Operations - Yahoo! Media Group  
Jennifer MacLean, Senior Director, Games and Entertainment - Comcast  
Steve Schnur, Worldwide Executive of Music and Audio - Electronic Arts TRAX  
Rich Wickham, Director, Windows Gaming Business - Microsoft

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**WORKSHOPS: Continued**

- **Games Get Up and Go: Getting the Most out of PSP, DS, and Upcoming Mobile Handsets**  
**Moderator:** Matthew Bellows, General Manager & Vice President - Floodgate Entertainment  
**Panelists:** Guha Bala, President - Vicarious Visions, Inc.  
Greg Ballard, President and Chief Executive Officer - Glu Mobile  
Yuanzhe (Michael) Cai, Director, Broadband & Gaming - Parks Associates  
Tim Harrison, Head of Games - Vodafone Group Services  
John Koller, Senior Product Manager, PSP - Sony Online Entertainment America
- **Blueprint for a Killer Title: How the Pros Do It**  
**Moderator/Panelist:** Aaron Loeb, Director of Business Development - Planet Moon Studios  
**Panelists:** Karthik Bala, Chief Executive Officer - Vicarious Visions, Inc.  
Matt Firor, Vice President of Development, Executive Producer, Mythic Entertainment  
Greg Zeschuk, Joint CEO - BioWare, Corporation  
Gonzague de Vallois, Vice President Publishing - Gameloft
- **Digital Distribution Lays Down Tracks: Where Direct-to-Consumer Game Distribution Stands Today**  
**Moderator:** Gabe Zichermann, Chief Marketing/Strategy Officer - Boonty, Inc.  
**Panelists:** Eric Hartness, Senior Director of Marketing - EA Nation - Electronic Arts  
Ray Muzyka, Joint CEO - BioWare, Corporation  
Royal O'Brien, Founder/CEO - Game xStream  
Yoav Tzurya, Chief Operating Officer - Exent Technologies
- **Special Midday Sessions**  
Participating in one of three lunchtime sessions is Will Wright, Maxis chief designer and creator of The Sims series of games and the upcoming Spore.

**About E<sup>3</sup>**

E<sup>3</sup> is the world's premiere trade show for computer and video games and related products. The show, now in its twelfth year, is owned by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. For more information, please visit [www.e3expo.com](http://www.e3expo.com) or [www.theesa.com](http://www.theesa.com).

**E<sup>3</sup> is a trade event, not open to the general public. Only working journalists with qualified media outlets will be eligible to register for media badges. No one under the age of 18 will be admitted, including infants. This policy is strictly enforced.**

**Attention Media:**

**E<sup>3</sup> 2006 is for the first time offering early access to the show floor on Wednesday, May 10, from 9 – 11 a.m. to pre-registered media only (media who have submitted complete credentials to the E<sup>3</sup> Media Relations Team by April 13, 2006). E<sup>3</sup> strongly encourages all media to take advantage of online media registration at [www.e3expo.com](http://www.e3expo.com) to complete pre-registration for the 2006 show.**

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