TOKYO GAME 5HOW 2014

Changing Games: The Transformation of Fun

PRESS RELEASE July 9, 2014

TOKYO GAME SHOW 2014 Welcomes 224 Exhibitors

TGS2014 SUPPORTS CLUB tickets and the advance tickets go on sale on July 9

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

TOKYO GAME SHOW 2014 (TGS 2014), organized by the Computer Entertainment Supplier's Association (CESA) and in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), announces the number of exhibitors and their names as well as ticket information.

As of July 9, as many as 224 companies and organizations are registered as exhibitors in TGS2014, which is more than 20% higher than that of last year's 181 exhibitors in the same period. The number of exhibitors from overseas is also expected to exceed the one of last year. The following countries and regions will participate as the International Pavilion: ASEAN-JAPAN CENTER (Cambodia, Indonesia, Laos, Malaysia, Myanmar, Negara Brunei Darussalam, Philippines, Singapore, Thailand, Vietnam,) South Korea, Sweden, The Netherland, and Taiwan. Additionally, Austria, Canada, China, Germany, France, Hong Kong, Ireland, Macau, Spain, and the United States will also participate in TGS 2014.

* See the attachment for the list of exhibitors as the end of June.

For "Indie Game Area," sponsored by Sony Computer Entertainment Inc., we received a total of 310 applicants (domestic: 149, overseas: 161) by independent game developers which was set up for the first time last year and we are now in the process of selecting applicants who will exhibit their work. More than 50 exhibitors are expected to open booths in this area and many of them will come from overseas.

In addition, we expect the exhibition area in the "Smartphone Game/Social Game Area," "Game Device Area" and "Romance Simulation Game Area" will also expand this year.

TOKYO GAME SHOW 2014 is anticipated to have disclosure of titles for new gaming platforms to be released at the holiday season and games for smartphones and PC. Don't miss the latest information regarding computer entertainment for all kinds of platforms in every category.

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

Ticket sales information

The popular TGS 2014 SUPPORTERS CLUB tickets (¥3,000 with benefits, tax included) and the advance tickets (¥1,000, tax included) will go on sale on Wednesday, July 9. We will also be accepting Business Day advance registration, exclusively for those in the gaming industry, as we did last year. (It is scheduled to start on early August.)

[Tickets for general visitors]

The sale of advance tickets for general visitors and TGS 2014 SUPPORTERS CLUB tickets with special benefits will start at Wednesday, July 9.

Advance Tickets

Sale date: Wednesday, July 9 through Friday, September 20

Price: Adult (junior high school age and older): ¥1,000 (tax included)

Sold at: TGS official website

■ TGS 2014 SUPPORTERS CLUB tickets

• Sale date: Wednesday, July 9. Sale of these tickets will be finished as soon as the

designated number of tickets run out.

Price: ¥3,000 (tax included) *If you 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< http://tgs.cesa.or.jp/english/ >

Benefit: The package includes a TGS2014 SUPPORTERS CLUB T-shirt and a special

pin badge. Ticket holders will be given priority entry to the Show for a set period

of time from when the doors open.

[Business Day tickets]

To attend Business Days of TOKYO GAME SHOW 2014, invitation-based registration is required. If you have a Business Day Registration Ticket, <u>admission is free</u>. If you don't have it, <u>please apply from the entry form</u> on the "Advance Registration for Business Day" page on the TGS official website. After a preliminary review to confirm that you are in the gaming industry, you will be able to register in advance. 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 18 and Friday, September 19. The advance registration fee is 5,000 yen (tax included).

*All of dates, which are written above, are in Japan Time.

TOKYO GAME SHOW 2014 Event Outline

Event Title: TOKYO GAME SHOW 2014

Organized by: Computer Entertainment Supplier's Association (CESA)

Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)

*TOKYO GAME SHOW 2014 is promoted by "The Project for Localization & Promotion of Japanese Visual Media (J-LOP)" from the Ministry of Economy, Trade and Industry.

Period: September 18 (Thursday) Business Day 10:00 – 17:00

September 19 (Friday) Business Day 10:00 – 17:00
*Note: Admission during Business Days is restricted to business

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visitors and members of the press.

September 20 (Saturday) Public Day 10:00 – 17:00 September 21 (Sunday) Public Day 10:00 – 17:00 *Note: The gate may open at 9:30 a.m. during Public Day

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Hall 1-9 / Event Hall / International Conference Halls

Number of visitors: 220,000 (estimated) Number of exhibitions: 224 (as of July 9)

Admission (Public Days): Adults (including junior-high school students): 1,200 yen (tax included)

*1,000 yen for advance ticket (tax included)
Elementary school students and younger: Free

TOKYO GAME SHOW 2014 Exhibitors List(Alphabetical Order)

Area		
	Company name ALIENWARE	
	AMUSEMENT MEDIA ACADEMY ARC SYSTEM WORKS	
	ASCII MEDIA WORKS	
	ASOBIMO BANDAI NAMCO Games	
	BLUESTACKS Broadmedia	
	Bushiroad	
	Capcom D3 PUBLISHER	
	DENGEKI DENGEKI PlayStation	
	DENGEKIONLINE	
	DIGITAL WORKS ENTERTAINMENT DMM.com	
	DWANGO ELECTRONIC ARTS	
	G-cluster Global	
	GREE HOLLAND GAME FRONT	Netherlands
	HONG KONG CYBERPORT	Hong Kong
	4Play Studio MarketJS	Hong Kong Hong Kong
	On-off Design & Technology OneSky	Hong Kong Hong Kong
	Phonejoy Solutions	Hong Kong
General Exhibition Area	Rise Impact SiuYiu	Hong Kong Hong Kong
	Skytree Digital Viss	Hong Kong Hong Kong
	WTM	Hong Kong
	KADOKAWA ENTERBRAIN Brand Company KAGOSHIMA CITY	
	Kobojo KOEI TECMO GAMES	France
	KONAMI	
	Microsoft Japan MORI GAMES	
	OXiAB Game Studio	Spain
	POCKET QUERIES SAMSUNG ELECTRONICS JAPAN	
	SEGA	
	SmileBoom Sony Computer Entertainment	
	SQUARE ENIX SUMITOMO	
	Sweden Pavilion	Sweden
	Taiwan Game Pavilion Fun Yours Technology	Taiwan Taiwan
	Intersery International	Taiwan
	Leadhope International MacroWell OMG Digital Entertainment	Taiwan Taiwan
	PlayCoo	Taiwan
	Soft-World International Winking Entertainment	Taiwan Taiwan
	XPEC Entertainment	Taiwan
	Zeroplus Technology Taiwan External Trade Development Council	Taiwan Taiwan
	TOKYO ELECTRON DEVICE T-REX LAB	USA
	WARGAMING JAPAN	USA
	Yahoo Japan Game Business Enterprise	
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