

TOKYO GAME SHOW 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, admission is free. If you don't have it, please apply from the entry form 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 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	
General Exhibition Area	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	Hong Kong
	MarketJS	Hong Kong
	On-off Design & Technology	Hong Kong
	OneSky	Hong Kong
	Phonejoy Solutions	Hong Kong
	Rise Impact	Hong Kong
	SiuYiu	Hong Kong
	Skytree Digital	Hong Kong
	Viss	Hong Kong
	WTM	Hong Kong
	KADOKAWA ENTERBRAIN Brand Company	
	KAGOSHIMA CITY	
	Koboio	France
	KOEI TECMO GAMES	
	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	Taiwan
	Fun Yours Technology	Taiwan
Interserv International	Taiwan	
Leadhope International	Taiwan	
MacroWell OMG Digital Entertainment	Taiwan	
PlayCoo	Taiwan	
Soft-World International	Taiwan	
Winking Entertainment	Taiwan	
XPEC Entertainment	Taiwan	
Zeroplus Technology	Taiwan	
Taiwan External Trade Development Council	Taiwan	
TOKYO ELECTRON DEVICE		
T-REX LAB	USA	
WARGAMING JAPAN		
Yahoo Japan Game Business Enterprise		
Merchandise Sales Area	Sub	
	ARC SYSTEM WORKS	
	BANDAI NAMCO Games	
	be-s	
	Bushiroad	
	Capcom	
	GOSPA	
	CREATIVE MEDIA	
	Internet Radio Station <onsen>	
	KONAMI	
	Mad Catz	
	Nikkei Business Publications	
	PikattoAnime	
	SAN-EI	
	SANWA DENSHI	
	SEGA	
	Spike Chunsoft	
	SQUARE ENIX	
	SQUARE ENIX MUSIC	
	TOYPLA	
Family Area	ASCII MEDIA WORKS	
	BANDAI NAMCO Games	
	Bushiroad	
	Capcom	
	Happymeal	
	KONAMI	
	SEGA	
	SQUARE ENIX	
	The Location	
	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		
Kinjo College Junior College Department		
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 Designer's College		
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		
Shohoku College		
SOGOGAKUEN HUMAN ACADEMY		
Technical College Be-MAX		
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		
World Institute of Zeal artists for digital and technology		

Area	Company name		
Smartphone Game Area / Social Game Area	7QUARK	Taiwan	
	CRYPTON FUTURE MEDIA		
	CyberZ		
	DP		
	Drecom		
	eitarosoft		
	EPCOTT		
	FORTUMO MOBILE PAYMENT	China	
	Fuji&gumi Games		
	Fuller		
	GALBOA		
	Gamedo		
	Ganbare!		
	Geisha Tokyo Entertainment		
	Groove Box Japan		
	hand		
	Happymeal		
	Hippie Game	China	
	Hokkaido Mobile Content Business Council		
	Internet Initiative Japan		
	Jena		
	KLab		
	KONGZHONG	China	
	Macau Cultural Industry Association Board Games	Macau	
	MediaMagic		
	PAON		
	PRODIGY		
	PUMO		
	QUBIT GAMES	Taiwan	
	QueryEye		
RAD BOARDING	Canada		
Topcreators			
ToyCat	South Korea		
transcosmos			
UANI STUDIO			
WECOMICS GAMES	China		
With U			
ZZYZX			
Game Device Area	Answer		
	ARTISAN / Doname		
	AVerMedia Technologies	Taiwan	
	Cyberith Virtualizer	Austria	
	EIZO/MSI/SteelSeries/DSM		
	Logicool		
	Mad Catz		
	ROOMWORKS		
	Romance Simulation Game Area	Ambition	
		CYBIRD	
R-INFINITY			
SUN			
Voltage			
Business Solution Area		5Rocks	
		Adways	USA
		App Annie	
		Appirits	
		Arxan Technologies Japan	
	audiokinetic		
	CLARA ONLINE		
	ORI Middleware		
	DICO		
	Enzyme		
	ESQUADRA		
	Fontworks		
	FORUM8		
	GASH PLUS	Taiwan	
	GMO Quicktranslate		
	Groove		
	IDreamSky Japan	China	
	IMAGICA Imageworks		
	INFOBIP	Malaysia	
	I-O DATA DEVICE		
KEYWORDS STUDIOS	Ireland		
KOREA Pavilion	South Korea		
M2			
Metaps			
MONOBIT			
NASH MUSIC LIBRARY			
NetAgent			
NIFTY			
PAYSAFECARD	Austria		
Rakuten			
SHINE RESEARCH	France		
Silicon Studio			
SunFlare			
Vpon	Taiwan		
Cloud/Data Center Pavilion	CA Technologies		
	FUSION COMMUNICATIONS		
	Japan Business Systems		
	LINK		
	Mirai Communication Network		
Asia New Stars Area	Philippine Long Distance Telephone Co.	Philippines	
	ASEAN-JAPAN CENTRE		
	INDONESIA GAME & ART STUDIOS	Indonesia	
	KREAPE INDONESIA	Indonesia	
	VIETNAM GAME STUDIOS	Vietnam	
	GLASS EGG DIGITAL MEDIA	Vietnam	
	INGEN STUDIOS	Vietnam	
	Actoz Soft	South Korea	
	AMAZON APPSTORE	USA	
	Ambition		
Appirits			
ArticNet			
Arxan Technologies Japan			
BELJING AUTOTHINK	China		
BELJING CHUKONG TECHNOLOGIES	China		
Crytek	Germany		
ee Line			
Games from Spain	Spain		
gloops			
Google Japan			
Gungho Online Entertainment/ GRAVITY/NEOCYON			
Hippie Game	China		
IMAGICA DIGITALSCAPE			
Interspace			
Business Meeting Area	Koboio	France	
	KOEI TECMO GAMES		
	LEVEL-5		
	MEDIASOFT ENTERTAINMENT	Malaysia	
	NETEASE	China	
	SHANGHAI ARTS DRIVE SOFTWARE	China	
	Shanghai Arts United Software	China	
	Subete games		
	UNBALANCE		
	VIRTUOS	China	
	Zucks		

*Please note that some of the exhibitors will exhibit on Business Days only.