



London Games Festival Returns!

Festival Takes Place from October 24th

London, United Kingdom – 13 July 2009: Following its huge success last year, the London Games Festival is set to return to the capital for the fourth successive year. The cultural celebration of all things videogames-related takes place across London from October 24.

This year's festival promises to build on the great success of previous years and there promises to be something for everyone: from casual gamers to hard-core gaming fans wanting glimpses of the year's most anticipated titles. The Festival also caters for parents seeking advice on safe gaming for their children; as well as those interested in pursuing a career in the exciting UK games industry

With events across London offering something to suit all ages and interests; confirmed highlights of this year's festival include:

- the London MCM Expo at Excel, East London on October 24th and 25th;
- the London Games Conference at Bafta in central London on October 27;
- the Golden Joysticks Awards on October 30; and
- the Eurogamer Expo at Old Billingsgate, on October 30 and 31.

Michael Rawlinson, Director General of ELSPA, the UK videogames publishers' trade body that oversees the festival, said: "The 2008 London Games Festival was a major success. With the rise in popularity of videogames in the UK I'm sure this year's Festival will be a great draw and fun for everyone."

Last year's London Games Festival drew some 200,000 attendees to the city-wide celebration. More than 60 events were staged including *Be The One* on Trafalgar Square, which saw gamers battle it out on-stage while live bands entertained the crowds.

Keith Ramsdale, Vice President and General Manager Electronic Arts in the UK and Ireland, who served as last year's festival chair, said, "The 2008 London Games Festival was the biggest and brightest. With support from all areas of the industry it is now well established as part of the worldwide event calendar and we look forward to its ongoing success. We have signed up a number of partnerships for 2009 and



the festival is already taking shape well. The Government, media and the public took great interest last year and we look forward to welcoming them all back.”

Check out www.londongamesfestival.com for the latest news and information on all of the events taking place this year.

For further LGF information relating to exhibitors and trade enquiries, please contact: David Smith david.smith@londongamesfestival.co.uk or call 020 7534 0580

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About London Games Festival:

The London Games Festival is a celebration of games and interactive entertainment that takes place during half-term in October 2009. The Festival will feature a series of diverse events in assorted venues across the capital for assorted audiences. Whether you are a gamer, a parent seeking advice on games, a school-leaver hoping to work in the industry, or someone just wanting to find out more about how games work and where the future of games is headed, this is a festival for you.

About ELSPA

The Entertainment and Leisure Software Publishers Association represents all the major publishers of games in the UK. Founded in 1989 to establish a specific and collective identity for the country's interactive leisure software industry, membership includes companies publishing and distributing leisure software in the UK. As a gateway to Europe, ELSPA works to protect, promote and provide for the interests of all its members as well as addressing issues that affect the industry as a whole such as age ratings, child safety and IP crime.