

PR Contact:
Marc GUERRIER
Phone: + 33 (0)1.53.85.88.02
m.guerrier@warningcom.com



FOR IMMEDIATE RELEASE

GAMES FED ANNOUNCES THE 2009 EDITION OF THE PARIS GAME FESTIVAL

Paris to host a major European videogames event

The 4th edition of the **Paris Game Festival** will take place from the **17th to the 20th of September 2009** in the Paris Exhibition Center, Porte de Versailles. After 3 successful editions, the **Paris Game Festival** becomes one of the **biggest videogames consumer show** of the world with more than **70 000 visitors** awaited.

Developers, publishers, schools, journalists, gamers and enthusiasts will all gather for the **Paris Game Festival**. The creators of the show announced today a strategic partnership with the **SELL** (entertainment software association) demonstrating the industry's commitment in order to make this event a **global success**. As a result, the **Paris Game Festival** is now a perfect opportunity for studios and publishers to present **exclusive trailers and demos** for the 2009 Christmas lineup and after.

Jonathan Dumont, President of the **Paris Game Festival** said "The **success of the past editions** and the position of **Paris as an international city of culture and arts**, give us a unique opportunity to celebrate videogames as one of the **leading media of the 21st century**."

The Festival will be open to the public from the **18th to the 20th of September**. Tuesday 17th September will be dedicated to the press and trade visitors.



Please take a tour on our website: www.parisgamefestival.com

Get our assets directly from our ftp:

Direct link: <ftp://press:comegetsome@ftppress.games-fed.com/FESTIVAL>

(If the link does not work properly copy it to the address bar of your web browser)

Connection details: <ftp://ftppress.games-fed.com/FESTIVAL>

Login: press

Password: comegetsome

About the Paris Game Festival

Paris Game Festival is the most important French meeting and second in Europe for all the videogames enthusiasts and the whole family! Paris Game Festival gives a unique overview of all the titles for the end of the year and early 2010. One day is dedicated to the press and three days are available for the 70 000 visitors. Paris Game Festival also hosts the Game Business Summit, a strategic meeting for professionals and investors. The 4th edition of the Paris Game Festival will take place from the 17th to the 20th of September 2009 in Paris Exhibition Center, Porte de Versailles. Find out more about our international yearly consumer show on www.parisgamefestival.com.

About Games Fed

Founded in 2000, Games Fed is one of the first communication agency specialized in videogames. Media consulting and strategy, press relations, events, CRM and community management, Games Fed benefits from a large field of expertise in dealing with national and international communication issues. Games Fed proposes its services to all the actors of the videogames industry and to every brand interested in using its entertainment strategies and tools. Games Fed is also the creator of the Paris Game Festival, one of the biggest videogames consumer show of the world. Find out more about the company www.games-fed.com.