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*Press release
For immediate release*

**SPIN : Discover digital entertainment
Four activities to know the video game industry better**

MONTRÉAL, September 30, 2009 – Today, Alliance numérique unveiled the first SPIN event, a digital entertainment celebration open to the general public.

SPIN attendees will have the opportunity to get a behind-the-scenes view of the video game industry. The event will not only highlight gaming in Quebec, but also focus on all aspects of the industry, including the work of game developers and other gaming professionals. The event is also designed to promote rising talent and encourage future recruitment and employment in the industry. From November 13th to 17th, Montrealers will discover the hidden face of games through four activities: Cinematics, D3D, Portfolios and Open Doors.

SPIN will be held in parallel with the MIGS' sixth edition, an event dedicated to gaming industry stakeholders that will take place on November 16th and 17th.

SPIN highlights the videogame industry's strength: an industry that combines culture, arts and technology. SPIN's aim is two-fold: making the industry more accessible to the public and encouraging interaction between the industry's stakeholders and the recruits.

SPIN will include four activities:

D3D: A friendly competition between training centers, CEGEPS and universities. Visitors are invited to discover the major steps in game development.

Open doors: Video game industry virtual and on-site tours to give attendees a behind-the-scenes look at the industry.

Portfolios: This meeting with video game industry professionals offers a showcase for people looking to make their mark in the video game industry. Developers, programmers, designers, animators, engineers, project managers and others will be able to mingle.

Cinematics: Unlike video games, cinematics are non-interactive animated sequences (trailers, animations, etc). During the whole evening, cinematics will be shown, promoting the talent of creators from Montreal and around the world.

For more details regarding dates, times and location of each event, please visit: www.spinmtl.com .



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The event will have the following partners' support: Autodesk, Centre des Sciences de Montréal, Cyberpresse, Infopresse, Journal Métro, La Semaine du son, Le Lien multimédia, le Ministère de la Culture, des Communications et de la Condition féminine, Le monde de Cossette, Nightlife Magazine, Siggraph, Téléfilm Canada and Ville de Montréal.

About Alliance numérique

Alliance numérique serves as the business network for Quebec's new media and interactive digital content to favour the growth, competitiveness and success of businesses. AN counts 200 members issued from the game, eLearning, education and Internet services and applications sectors. The organization is the gateway for anybody who wants to work with people from interactive digital content backgrounds.

About MIGS

MIGS was created in 2004 to serve members of the video game industry which employs over 6,700 people in Quebec. It targets the transfer of knowledge and expertise, raises the international profile of the Quebec gaming industry abroad, and cultivates information exchange and communication within industry stakeholders. With its high quality and specialization, MIGS impacts many different fields from artistic creation and techniques to design, without forgetting of course production, programming and serious games.

- 30 -

Source

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