



NEWS RELEASE

For Immediate Release January 11, 2007	
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ALEXANDER SEROPIAN CONFIRMED AS KEYNOTE FOR VANCOUVER INTERNATIONAL GAME SUMMIT

VANCOUVER, BRITISH COLUMBIA -- (MARKET WIRE) - January 10th, 2007

The Game Summit Advisory Board and Reboot Communications Ltd. are proud to announce that Alexander Seropian has been confirmed as one of the headline speakers at this year's inaugural event. Seropian was the initial founder and the President and CEO of Bungie Software Products Corporation, which was acquired by Microsoft in 2000. Bungie is the developer of Marathon, Myth, and Halo. Seropian later went on to create Wideload Games, developer of the Halo-engine-based game Stubbs the Zombie.

Planning for the 1st Vancouver International Game Summit is moving forward at full speed, with a world class keynote speaker confirmed, new dates for the event in May 2007 and an exciting partnership with New Media BC.

Taking advantage of the calendar space left open by changes to the E3 Expo, the Advisory Board has also announced that the dates for the Vancouver Game Summit would move to May 3-4, 2007. Said Conference Board Chairman Howard Donaldson of Propaganda Games, a Buena Vista Games Studio in Vancouver, "May is a prime time for a Games Summit, and we are excited to be the first to take advantage of the opening created by E3's decision to move to a later date."

Further enhancing the opportunity for the Vancouver International Game Summit to explode onto the scene is the finalization of a partnership between the Summit organizing company Reboot Communications Ltd., and New Media BC. Reboot Communications President Gregory Spievak says that his team has been working closely with New Media BC's president Lynda Brown to finalize a multi-year partnership agreement that will see the two organizations working together to promote the Game Summit to an international audience.

Tapping into the fast growing pool of game creators residing on the West Coast of Canada and the U.S., the Summit will showcase Vancouver gaming talent including the new Masters in Digital Media Program and industry wide experts on the latest trends in game development and publishing. The event will not only be a learning and networking opportunity for the gaming community, but will focus on providing information and insight with the goal of industry growth in the coming years. It is expected to attract over 750 attendees, representing gaming companies and trade associations from around the world.

Full conference details are available at: www.rebootconference.com/games2007

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