

FOR IMMEDIATE RELEASE

Patricia Bartkowiak
UltraGames101 Public Relations
pr@ultragames101.com

Canadian National Gaming Expo 2008® Exhibitor Sales Open!

**UltraGames101™ Leading Canadian Video Game Marketing Firm
Announces Canadian National Gaming Expo 2008 Exhibitor Booths and
Sponsorship Opportunities Now Open!**

TORONTO – (February 12, 2008) – The Official Canadian National Gaming Expo 2008 (www.gameexpo.ca), will be held at The Metro Toronto Convention Centre on August 22-24 2008 in Toronto, CANADA, and will bring Again this year the best elements of the Biggest video game trade show into a consumer event celebrating the video game industry's present and future, UltraGames101 Marketing (UG101) announced today.

Exhibitor Sales are NOW OPEN and UltraGames101 Marketing is the only Agency in which will be handling all Booth Sales, Sponsorship Opportunities, and Tournaments for Canadian National Gaming Expo (GX) 2008, please contact Mark Bartkowiak markb@gameexpo.ca or Tel: 1-416-704-4734 to receive the GX 2008 Sales Kit.

Consumers will have the opportunity to attend major press events, and to have intimate meetings in premier Convention Halls and meeting rooms with media, retailers, developer partners, and other audiences. In addition, the Canadian National Gaming Expo 2008 will be converted into a software showcase where attendees will be able to casually test drive the featured video games planned for the coming holiday season and beyond.

“GX is the Ultimate event for people like you with a passion for video games and interactive entertainment, who want to test-drive all the latest games and gadgets before you buy them. The event offers that opportunity, and then some. Other offerings include social and professional networking opportunities, game stages, Live gaming tournaments, and of course Booth Girls!. GX is Canada's Largest Public Gaming Event! And last August 2007 GX brought in 43,000 Attendee's! From all over the world who attend each year, making it North America's Largest Video Game Event and is a featured event of FanExpoCanada. With well over 200,000sq ft of Gaming space and 43,000 Attendee's you know it's an event worth coming too.

Stay tuned as we prepare for launch of the Canadian National Gaming Expo 2008! August 22-24, in Toronto's Ultimate Complex Venue The Toronto Metro Convention Center. Said Mark Bartkowiak, President of the UltraGames101 Inc. "It's North America's Largest Video Game event to hit Canada and were glad to bring it again this year!.

- more -

We brought more Attendee's than PAX and EforAllExpo did which turned out to be a great Success!."

The event will give consumers the chance to demo games on their own time and to check out offerings from both the best known and emerging game publishers and developers,"

Evenings will be a time for receptions and parties so company participants can interact at the informal events that can party and watch the hottest video games to come out throughout the year.

The Toronto Metro Convention Center chosen for the event, a short drive from the hotels, will allow participating companies to showcase their games in standardized, turnkey displays areas ranging from 100 square feet to 400 square feet. All display areas will be developed by show management to ensure that the venue is staged efficiently.

As noted, the event will be open to all public. Companies involved in PC, online, console, and mobile game publishing and developing, as well as makers of video game hardware and peripherals will be eligible to participate. Attendance at meetings and demonstrations will be by invitation only.

About UltraGames101

UltraGames101.com is Canada's leading Video Game Marketing Firm and is a specialized marketing agency that services the game industry. We assist game companies in promoting their products, services and communities. For consumer advertisers, we connect their brands with large audiences through our established relationships with game influencers. Our client base includes game developers, publishers, media properties and consumer advertisers. Our strategic alliances and the experience we have amassed affords us our competitive advantage, we offer a complete line of standard agency services as well as custom solutions.

About Fan Expo Canada

- Largest Pop Culture event in Canada and 3rd largest in North America.
- Considered by many as the "San Diego Comicon of Canada".
- 13th annual event.
- Over 600 retailer spaces, always sold out months in advance.
- Over 200,000 square feet.
- Over 42,000 attendees in 2006.
- Always providing the Industry's hottest guests.
- Over 300 members of the press attended, and millions of media impressions were made, with coverage by major media outlets including Global TV, CityTV, CTV, Space, OMNI, CBC, YTV, G4 Tech MTV, Toronto Star, Globe & Mail, Toronto Sun, National Post, Metro, Now, Eye, Toronto Life, and all local and national [radio](#) stations.

UltraGames101 and Learn It -Live It -Get Into It are trademarks of UltraGames101, Inc. All other trademarks are the property of their respective owners.

###