



CASUAL GAMES
ASSOCIATION

Leading Gaming and Media Executives Peter Moore of Microsoft and Steve Youngwood of MTV Networks to Keynote Casual Connect Seattle 2007 Conference

From July 17 to 19, the Casual Games Association will host over 1200 casual gaming executives, publishers and developers at the largest dedicated casual games event worldwide.

Seattle, WA. May 31, 2007 – The Casual Games Association announced today that industry leaders from Microsoft and MTV Networks will keynote Casual Connect Seattle 2007, an event that will take place from July 17 to 19 at Seattle's Benaroya Hall.

Keynote presenters at Casual Connect Seattle 2007 will include:

- *Peter Moore, Corporate Vice President, Microsoft*
As corporate vice president of the Interactive Entertainment Business in the Entertainment and Devices Division of Microsoft Corp., Peter Moore is responsible for leading both the Xbox® and Games for Windows® businesses. Moore's team also owns driving games development at Microsoft® Game Studios and cultivates relationships with third-party game publishers and developers around the world. Moore joined Microsoft in January 2003, bringing with him more than 20 years of experience and leadership in consumer businesses. Most recently, Moore was president and COO of SEGA of America, where he was responsible for overseeing SEGA's video game business in North America. Moore will be speaking on Wednesday, July 17, at 10:00am.
- *Steve Youngwood, Executive Vice President, Digital Media, Nickelodeon and MTVN Kids and Family Group*
In his role as Executive Vice President, Digital Media, Nickelodeon and MTVN Kids and Family Group, Mr. Youngwood leads and manages the various MTVN Kids and Family Group brands' expansion across current and future digital platforms. He oversees the day-to-day management of the brands' growing online efforts, including: the kids-targeted websites, Nick.com and Nicktoons.com; the preschool/parenting websites, Nickjr.com, Noggin.com, GoCityKids.com, and recently launched Parentsconnect.com; the teen-targeted website, The-N.com; and the portfolio of family gaming websites, Neopets.com and the recently acquired Shockwave.com and Addictinggames.com. Additionally, Mr. Youngwood oversees the Group's wireless, gaming, interactive television and digital video initiatives. Youngwood will be speaking on Thursday, July 18, at 10:00am.

"The Casual Games Association is pleased to have both Peter Moore and Steve Youngwood highlight the program for Casual Connect 2007—the largest dedicated conference for casual gaming professionals," said Jessica Tams, Managing Director, Casual Games Association. "Both Peter and Steve represent the growth and innovation of the casual games business as it takes a strong-hold in new platforms like Microsoft's Xbox and attracts the interest of large media companies like MTV Networks."

The Casual Games Association is also pleased to announce the full program for Casual Connect Seattle 2007. Highlights of the program include:

- The Casual Gaming Academy – a one-day boot camp on the ins and outs of making great casual games on July 16, 2007.
- Presentations and panels on topics including ad-supported games, what it takes to make a hit, casual gaming innovation, and community-building.
- Speakers from industry leading companies including RealNetworks, Last Day of Work, MumboJumbo, Neopets, Shockwave.com, Nickelodeon's Nick Arcade, Sandlot Games, iWin, Reflexive Entertainment, Kongregate, Joju Games, Rebel Monkey, PopCap Games, Oberon Media, PlayFirst, Fuel Industries, Yahoo! Games, GameTrust, Vivendi Games, NHN USA and gameLab.

- The conference also hosts dedicated developers workshops and roundtables, offering a series of presentations focused on in-depth design and technology casual gaming issues

Complete event details are available at <http://seattle.casualconnect.org/>.

About Casual Connect Seattle

Casual Connect Seattle is the largest casual gaming conference designed for industry professionals and executives who are interested in creating, marketing and distributing games for players worldwide. Each year over 3,000 attendees participate in the Casual Games Association's events. For more information on Casual Connect Seattle 2007 please visit: <http://seattle.casualconnect.org/>.

About The Casual Games Association

The Casual Games Association is focused on providing educational resources and community support for those creating games for the mass marketing consumer. The Casual Games Association is an international organization with more than half of its event attendance and advisors located outside of the United States. More information the Casual Games Association's Kyiv and Amsterdam events, magazine and research reports can be found on the CGA website: <http://www.casualgamesassociation.org/>.

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