



Building the Games Industry



FOR IMMEDIATE RELEASE

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Let the Games (Expo) Begin

Las Vegas, NV - (March 18, 2007) = The line-up is set and the exhibitor teams are getting ready for the opening tip-off of Games Expo 2007, the games industry's first 4-day trade show, exposition and conference devoted entirely to non-electronic games that inspire social interaction.

Held at the new South Point Hotel & Casino in Las Vegas from March 18-22, Games Expo is the place to catch all of the games industry action. Games Expo is addressing the increasingly broad consumer base of traditional style games, including family, educational, classic and hobby game categories, by putting them all together in one unified trade show.

Mark Simmons, founder of Games Expo and owner of MSM, organizers the event, said, "It took two years to develop Games Expo, to merge the games industry into one exciting show. It is gratifying to see the enthusiasm from the retailers and exhibitors, both large and small, as the industry gathers for the benefit of everyone involved in the serious business of games."

According to the industry's standard reference, Games Quarterly Catalog, there are more than 42,000 games and game-related accessories offered by game publishers, which combine to make up the \$4 billion games industry. With games now being sold at many non-traditional retail outlets, game publishers are required to reach out to even more sales routes, while game retailers also need to acquire more knowledge about the products and programs of the publishers.

Games Expo identifies the categories of board games, cards, role play, miniatures, family, party, educational, trivia and other socially interactive, face-to-face games, and gathers game and game-related manufacturers, marketers, and distributors from all over the world to exhibit to retailers and buyers.

While the general public cannot attend Games Expo, the exposition is open to media, industry analysts, store owners and buyers, as well as National Games Week® members- individuals, educators, and organizations who hosted events each year. National Games Week®, which Simmons founded in 2003, is an annual celebration of socially interactive games held during the week of Thanksgiving.

Complete information on Games Expo and National Games Week is available at www.GamesExpo2007.net and www.nationalgamesweek.net.

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For sales, exhibitor information and registration, contact:

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